



**NOTICE OF A CALLED MEETING OF THE
SUNSET VALLEY ARTS COMMISSION
THURSDAY, JANUARY 6, 2022 AT 2:00 P.M.**

*This meeting will be held virtually via GoToTraining.
To actively participate in the meeting, please register at:*

Registration URL: <https://attendee.gototraining.com/r/1625227039968949762>

Training ID: 927-258-444

You may also participate via audio only:

Long Distance: +1 (510) 365-3331

Access Code: 245-483-801

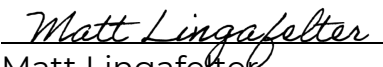
Notice is hereby given that the Arts Commission of the City of Sunset Valley, Texas will hold a called meeting on Thursday, January 6, 2022 at 2:00 P.M., virtually via GoToTraining, at which time the following items will be discussed, to-wit:

1. Call to Order/Welcome Members
2. Citizen Comments
3. Election of Chair and Vice Chair
4. Consider regular meeting date and time for the Commission, and consider scheduling a potential work session.
5. Consider approval of the minutes from November 17, 2021
6. City Council Liaison Report
 - City Council Retreat update
7. ArtFest Discussion/Action Items
 - Musician rankings/selection
 - Sponsorships
 - Progress Report
8. Discussion/Possible Action on planning for projects and events in FY22
9. Future Discussion Items/New Business

10. Adjourn

A quorum of the City Council may attend the meeting, however, no official action by the City Council shall be taken.

I certify that the above notice of meeting was posted at City Hall, 3205 Jones Road, Sunset Valley, Texas, on the 3rd of January 2022 at 2:00 P.M.


Matt Lingafelter
City Secretary

The City of Sunset Valley is committed to the compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request.



**MINUTES OF A REGULAR MEETING OF THE
SUNSET VALLEY ARTS COMMISSION
WEDNESDAY, NOVEMBER 17, 2021 AT 2:00 P.M.**

This meeting was held virtually: <https://attendee.gototraining.com/r/7131801173159795714>

MEMBERS PRESENT: Sasha Russell (Chair), Terry Cowan (Vice Chair), Myles Fox, John Frick, Ruth Pifer-Hutson, Rob Johnson (Council Liaison)

STAFF PRESENT: Matt Lingafelter and Sylvia Carrillo

1. Call to Order
 - Chair Russell called the meeting to order at 2:04 P.M.
2. Citizen Comments
 - None
3. Consider approval of the minutes from October 27, 2021
 - John Frick made a motion to approve the minutes – all voted in favor
4. City Council Liaison Introduction
 - Commission welcomed Rob Johnson as the City Council Liaison
5. Reports on current efforts
 - Matt Lingafelter and Sasha Russell gave a report on ArtFest
 - The Commission was emailed a copy of Michele Golden's report
 - Coordination with AISD for ArtFest
 - The Commission discussed the Facebook page
 - Ruth Pifer-Huston suggested promoting culinary/cultural food arts on the page
6. Discussion/Action Items
 - Planning for Projects FY 22 – the Commission completed a worksheet for project planning, which included resources needed, stakeholders, timeframes and budget
 - Art in Public Places – Commission's work has been sent to legal for a policy to be drafted
 - Commission will review draft policy in January and then send to Council for adoption

7. Housekeeping Items

- Recruitments of New Members
 - Idea for one additional honorary member

8. Future Discussion Items/New Business

- Commission to work on Sponsorship package via email/google

9. Adjourn

- Terry Cowan made a motion to adjourn – the meeting adjourned at 4:36 P.M.

DRAFT

AGENDA ITEM #7A

SUNSET VALLEY ARTFEST

PROPOSED 2022 Line-up

	Artist	TCA	Genre	Website	Video	NOTES
Opening	Shelley King	TCA	Blues	http://www.shelleyking.com/	https://www.youtube.com/user/shelleykingtx	Upbeat TCA Americana Rocking Blues Act
2nd slot	Beat Root Revival		Indie/Folk Rock	https://www.beatrootrevival.com/	https://www.youtube.com/watch?v=HZfcupUo_xw	Buzz band, Black Fret Winners, Irish Band would be good to pair with Irish Step Dancers
Headliner	Tomar & The FCs		Soul Funk	https://thefcs.band/	https://www.youtube.com/watch?v=ig9a69WMF3U	Super upbeat Soul Funk Band, Black Fret Winners, KUTX Buzz Band
Kids	Mr. Will and The Excavators	TCA	Kid's Show	https://www.mrwillmusic.com/	https://www.youtube.com/watch?v=GK0JtUwPXGQ	TCA Top Kid's Band great with little children, parent favorite, good solo or with band
Kids	The Epic Show		Kid's Show	https://epicministries.com/	https://vimeo.com/455857414	Very interactive Kids Show, can tailor show to public setting (less religious as approved before)
	Community Acts					We are speaking with the following acts based on their availability: Bowie Steel Drum HS/MS, Bowie Jazz band, Irish dance school, YMCA, Elementary Folkloric, Greek Dancers, other community groups

Ranking: from four members as of 01.03.22

RANKING ALTERNATE CHOICE ALSO AVAILABLE

Rank these 1-3	Ranking	Artist	TCA	Genre	Website	Video	NOTES
		OPENING ACTS					
	3	Sara Hickman - Solo	TCA	Indie/Folk Rock	https://www.sarahickman.com/	https://www.youtube.com/watch?time_continue=2&v=Pnr	City Favorite and TCA Act can be present solo, acoustic or with band
	1	ULLA		Irish Music	https://www.facebook.com/ullairishmusic	https://www.youtube.com/watch?v=LiHCaVHhfoc	Another Irish favorite in town can work with dancers and perform more jigs than what is in the video
	2	American Dreamer	TCA	Indie/Folk Rock	http://www.americandreamermusic.com/	https://www.youtube.com/watch?v=ad5Rdgg2Fm4	TCA band and recent Black Fret Winner

Rank these 1-3	Ranking	Artist	TCA	Genre	Website	Video	NOTES
		2nd Slot ACTS					
	1 (tie)	The Derailers	TCA	Country	http://derailers.com/	http://www.youtube.com/watch?v=vO4yjLvbnSI&t=1m58s	Solid band with good marquee name
	3	Two Tons of Steal		Country Rock	https://www.twotons.com/	https://www.youtube.com/watch?v=ZK3bpGWYp5M	A city country band favorite
	1 (tie)	The South Austin Moonlighters	TCA	Country Rock	https://thesouthaustinmoonlighters.com/	https://www.youtube.com/watch?v=CyH0mvX6G3U	TCA Rocking City favorite for Americana Blues good name recognition

Rank these 1-6	Ranking	Artist	TCA	Genre	Website	Video	NOTES
		HEADLINER ACTS					
	1	The Eggmen		Beatles Cover	https://eggmen.com	https://www.youtube.com/watch?v=FVY6v2TVebY	Known draw and get cover band
	2	Del Castillo	TCA	Hispanic	https://www.delcastillomusic.com	https://www.delcastillomusic.com/videos	Known draw and can play as a band OR as acoustic trio
	3	DeadEye		Grateful Dead Tribute	http://deadeyeaustin.com/	https://www.youtube.com/watch?v=kqFNEzdD1MM	One of the scenes great Grateful Dead Cover band and a BIG draw
	4	The Peterson Brothers		Blues Soul	https://www.petersonbrothersband.com/	https://www.youtube.com/watch?v=mHdqieDar8U	Local brothers that play with a band at the Continental Club regularly
	6	Gina Chavez		Indie Latin Rock	https://www.ginachavez.com/	https://www.youtube.com/watch?v=mHdqieDar8U	We most likely can't afford her with her band BUT they would take her an offer, at this time she is open
	5	BrownOut		Latin Funk Soul	https://www.brownoutmusic.com/	https://www.youtube.com/watch?v=2DyEjfb5hrA	Backing horn band from Grupo Fantasma - said they are open and would entertain an offer

FYI	Optional Kid's Act	TCA	Genre	Website	Video	NOTES
	Joe McDermott	TCA	Kid's Show	https://www.joemcdermottmusic.com/	https://www.youtube.com/watch?v=y2aQit3eVnc	TCA and city favorite

Contracted 2020 Line-up - (just fyi, we don't need to vote on these)

	Artist	TCA	Genre	Website	Video	NOTES
Opening	Bonneville County Pine Box					
2nd slot	Charlie Faye and The Fayettes					Not available for 2022
Headliner	Tomar & the FCs					
Kids	The Epic Show					
Kids	Will Dupuy					

Agenda Item #7B - Potential Sponsor List as of 01.03.22

Potential Sponsor	Who Will Ask	Level of Ask	Outcome
Home Depot	Ruth	Gold	
Texas Gas Service			
Tito's Vodka			
Wheatsville		Copper	
Specs			
Total Wine			
The Austin Chronicle			
Community Impact Academy		Copper	
Spectrum			
HEB/Central Market		Gold	
Doc's Backyard		Silver	
Hyde Park Grill		Silver	
Amy's Ice Cream		Copper	
Stouthaus Coffee		Brass	
Firebowl Café		Brass	
Bougie's Donuts		Brass	
Cruzteca		Brass	
Tarka		Brass	
Texas Disposal Systems	Michele		
ABC Home			
Roger Beasly			
Chair King			
Petco			
Petsmart			
Kohl's			
Schlotsky's			
Michaels			
Brodie Event Center			
Longhorn Steakhouse			
BJ's			



Sponsorship Opportunity

Sunset Valley's ArtFest event April 30, 2022 will be the 14th annual celebration of the arts, one of the premier family-oriented cultural events in the Austin area. The day-long festivities include food trucks, artisans, live music, and kids' activities. It will again set up next to the SFC Farmers' Market at the Toney Burger Center. It is free to the public with plentiful parking.

It will have a large main stage and a separate children's activity area with their own music stage. A large tent adjacent with tables for dining also allows parents to observe their children. The main area includes over 70 artisan and food vendors. For security and safety, the entire area is surrounded by protective barricades, Sunset Valley police patrol, and an EMS presence.

ArtFest has many return vendors and families who bring others. Artisans and musicians give glowing feedback year after year. Please join us in supporting a wonderful, yearly event with attendance estimated to have reached 6,000-7,000.





Sponsorship Packages

\$5,000 Main Level Gold (Limit to 1 Sponsor)

- Company Banner on front of main stage (produced by SVAF)
- Logo placement and mentions on radio, event website, social media outlets, print advertising
- 6 T-Shirts to Sponsor
- Two 11x11 booth spaces
- Stage announcements

\$2,000 Performance Level Silver (Limit to 1 Sponsor)

- Logo placement at main and children's stages
- 4 Free T-Shirts
- One 11x11 booth space
- Stage announcements
- Mentions on social media

\$1,000 Entertainment Level Copper (multiple sponsors)

- Logo placement at event entrances
- 2 Free T-Shirts
- Stage Announcements
- Mentions on social media

\$500 Art Patron Level Brass

- Logo on entrance banner
- 1 Free T-Shirt
- Stage announcements

Contact:

Michele Golden

Golden & Co.

713-252-6464 cell

michele@goldenandco.com

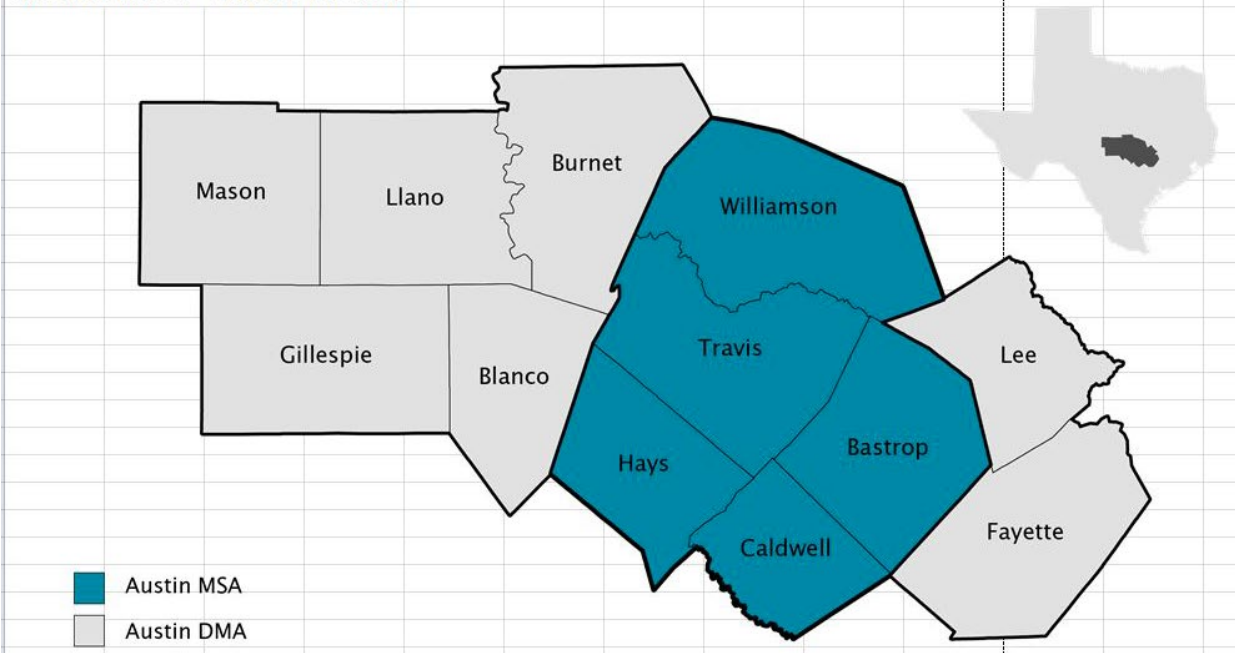




Target audience for media outlets

The advertising for ArtFest reaches people in a 12-county area, from Burnet to San Marcos, from Llano to Elgin. Shoppers drive to the Sunset Valley ArtFest to enjoy the local food, live music, and of course art. For many, their shopping continues in the nearby shopping areas and restaurants. And for some, this is their first time to visit Sunset Valley.

Austin DMA - Television Reach
Austin MSA - Radio Reach



Comments from vendors:

- ✓ *I am always impressed with how well organized the event is. It is obvious you all do a lot of planning to get it right.*
- ✓ *Lots of traffic. Sunset Valley art fest team & volunteers took really good care of me! Very fun & friendly.*
- ✓ *You advertise, and there is always a great turn out! Thank you for that!*

AGENDA ITEM #8

Project	Resources Needed	Stakeholders	Timeframes	Still of Interest?	Budget – FY 22
		Who do we need to be involved from the Community?	What are the desired timeframes for execution and implementation?		
SVAC Facebook Posts/Boosts/Graphic Design & Production	Bandwidth, social media expertise	Volunteers	Ongoing project (ArtFest)	yes	\$1,200
Fiberglass Sculptures	Joint committee meetings, art in public places policy, utilize Karen’s research	P&E, tie in with CED beautification project	Discussion/Action item in January 2022 – engagement, council retreat/goals	yes	\$10,000 Potential tie-in with American Rescue Plan
Environmental Installation Art on City Property	Joint committee meetings, engage with community garden, art in public places policy, artists within SV, Home Depot	P&E, Community Garden, Sunset Valley artists, residents and children (interactive, educational)	Discussion/Action Item in January 2022 – engagement (garden, P&E, Home Depot, SV artists)	yes	\$5,000
Bringing Art Home	Need, scope, publicity, etc. Supply issues Quarterly 2022	PD, residents (young & old)	Quarterly	yes	\$3,000
Graffiti to Art – Electrical Box Project	Engagement with COA, materials for painting, Chief has identified four boxes	PD, City of Austin	2022	yes	\$1,000 Potential \$\$ from Public Safety/CCPD
Resident-inspired Art Events and/or Rebates for Materials	Social media, community garden participants	SV Residents, Commission to decide scope	New Commission would decide when to launch	yes	\$1,200
Pop Up Galleries in Commercial District	Event management & coordination, insurance, publicity and social media	Shopping Center Leasing & Management companies, showcasing artists, CED potentially	Discussion/Action item in January 2022 – plan for moving forward	yes	\$5,000