



# City of Farmers Branch

## Minutes

Farmers Branch City Hall  
13000 Wm Dodson Pkwy  
Farmers Branch, TX 75234

### Arts & Culture Committee

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Wednesday, March 18, 2026

6:00 PM

Venue 1842 @ Historical  
Park

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**Presiding** Brianna Cattell, Chair

**Present** Members: Jennifer Evans, Rita Ford, David Moore, Chris Stevenson,  
Dawn Valentine, and Alternate Tad Perryman

**Staff** Robert Diaz, Director of Parks & Recreation  
Jessica Alvarado, Recreation Superintendent  
Jackie Byles, Branch Connection Manager

**A. CALL TO ORDER**

The meeting was called to order by Chair Brianna Cattell at 6:00 p.m.

**B. CITIZEN COMMENTS**

There were no comments made.

**C. AGENDA ITEMS**

**C.1 CONSIDER APPROVAL OF MINUTES FOR THE FEBRUARY 18, 2026 MEETING; AND TAKE APPROPRIATE ACTION.**

Jennifer Evans made a motion to approve the minutes with the following correction:

Under C.1 Election of Chair...correct the name Rianna to **Brianna**.

The motion was seconded by Chris Stevenson. Motion carried.

**C.2 RECEIVE AN UPDATE ON THE ARTWORK SUBMITTAL PROCEDURES.**

Robert Diaz, Director of Parks & Recreation, addressed the Committee and introduced Jackie Byles, Manager of The Branch Connection. Jackie discussed the modifications to the Submittal Form and the Artwork Submittal Procedures that the Arts & Culture Committee discussed at their last meeting. Jackie was tasked with initiating all the modifications addressed at the last meeting and presenting a draft format to the Committee today for review.

Jackie explained the modifications he made to the documents for the Committee. Modifications were obtained by listening to their last meeting and editing the documents accordingly.

Inquiries made by the Committee included:

- Size requirements of art
- Designated spaces
- Hanging guidelines
- Sales card w/information
- Who is allowed to show art? Residents? Non-residents
- Inviting other people onto the subcommittee

Committee members are pleased to be allowed to participate in this process and to have the City allow the Committee to be more hands-on.

**C.3 RECEIVE AN UPDATE FROM THE FOLLOWING SUBCOMMITTEES; AND TAKE APPROPRIATE ACTION:**

- **Artist Outreach**
- **Arts & Culture in Public Spaces**
- **Strategic Planning**
- **Arts & Culture Festivals**
- **Events Subcommittee**

Artist Outreach

- Distribution of yard signs
- Update directory – Jessica Alvarado, Recreation Superintendent, reported that this information needs to be sent to Robert Diaz, Director of Parks & Recreation. Staff will then handle the necessary changes. Changes can be handled quarterly
- Promotion can be done through the Parks & Recreation social media sites and through the Parks & Recreation Board
- Social media, water bill
- Welcome to FB – flyer can be added to the folder
- Can spread the word with the list and the artwork submissions
- School events

Arts & Culture in Public Spaces

- Box wrapping proposals
- Prefer to call is a solicitation for artwork—not a contest
- City to assist in managing the boxes to wrap
- Committee will change the structure only
- Process to be continuous year after year
- Stipend to go with the winning selection
- Program isn't quite ready to move forward yet

Strategic Planning

- The subcommittee met to determine if there is a need for this subcommittee, and if so, how to define it going forward
- What should be taken back to the Arts Committee
- How do we answer questions from City Council
- What is the purpose of the Arts & Culture Committee

Robert Diaz, Director of Parks & Recreation, addressed the members and stated that we can revisit the Ordinance that establishes the boards and committees and review the mission of the ACC and the desires of City Council. This can be added as an item on next month's agenda.

Brianna Cattell, Chair, recommended to Robert that he consider attending the next subcommittee meeting so that he can answer any questions the subcommittee may have.

Arts & Culture Festivals:

- The next scheduled meeting is 10/25/2026
- Subcommittee is looking to add a visual arts component

Events Subcommittee

- 3/28/2026 is Gateway to the Globe at the Historical Park. The Events team will also be utilizing Venue 1842.
- 14 performances with 15-minute increments in between performances
- 15 food and beverage vendors
- Art gallery inside Venue 1842 hosted by CFBISD w/seating and dining area set up
- Large Kid Zone for kids
- Petting Zoo and animal exhibit
- Marketing has already begun
- QR code surveys will continue during the event
- Volunteer Booth at the event will be comprised of different board members representing all the boards from the Parks & Recreation Department. Staff will also utilize high school volunteers to fill in.
- Fishin' Fun Event is 4/25/26
- Volunteers are needed
- Jessica Alvarado will pass around volunteer sign-up sheets for both events if anyone is interested in volunteering

**C.4 Discuss potential agenda items for future meetings.**

- Reports – Brianna reported to the members that if anyone sends reports to Robert the week before the Committee meets, the reports can be included in the packet.

**D. ADJOURNMENT**

A motion was made by Jennifer Evans to adjourn the meeting. The motion was seconded by Rita Ford. Motion carried. The meeting adjourned at 7:09 PM.

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Chair

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Attest