



City of Farmers Branch

Minutes

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

Arts & Culture Committee

Wednesday, June 17, 2026

6:00 PM

Venue 1842 @ Historical
Park

Presiding	Rita Ford, Vice-Chair
Present	Members: Jennifer Evans, David Moore, Chris Stevenson, Dawn Valentine, and Alternate Tad Perryman
Absent	Member: Brianna Cattell
Staff	Maria Minter, Deputy Director of Parks & Recreation Jackie Byles, The Branch Connection Manager

A. CALL TO ORDER

The meeting was called to order by Vice-Chair Rita Ford at 6:00 p.m.

B. CITIZEN COMMENTS

There were no comments made.

C. AGENDA ITEMS

C.1 CONSIDER APPROVAL OF MINUTES FOR THE MAY 20, 2026 MEETING; AND TAKE APPROPRIATE ACTION.

A motion was made by Jennifer Evans to approve the minutes for the May 20, 2026 meeting as presented. The motion was seconded by Chris Stevenson. Motion carried.

C.2 DISCUSS RECOGNITION FOR WESTSIDE ART TRAIL ARTISTS; AND TAKE APPROPRIATE ACTION.

Maria Minter, Deputy Director of Parks & Recreation, reported that she met with Robert Diaz, Director of Parks & Recreation, and discussed this item. Both of them agreed that the best way to show appreciation and recognition is to piggyback on an already scheduled event or to recognize artists at a City Council meeting. Another option includes recognition at Branch Arts Live, open City Hall, and a reception. The Parks Department does not have the capacity to handle logistics on the west side of town at this time, given all the events already in place, to add another event.

The committee members agreed that Branch Arts Live would provide the best opportunity to recognize the artist while utilizing an existing event and audience. Other discussions included:

- Artist meet-and-greets and displays featuring the artwork and artists;
- Video content, social media promotion, and storytelling about the project;
- Indoor and outdoor recognition opportunities during the event;
- Involve City Council members and former committee members who helped develop the project.

- City staff will assist with logistics, marketing, and operations, while the Arts & Public Spaces Subcommittee will work with other staff on planning;
- Members of the committee would like a City Council representative at the event, and an invite should be given to Don Hodges and Natalie to include any former members who assisted in this program years before.

Maria reported that there will be staff to assist with logistics, marketing, and operations, while the Arts & Public Spaces Subcommittee will work with additional staff on planning.

Tad Perryman made a motion to incorporate the Westside Art Trail artist recognition into the Branch Arts Live Event. The motion was seconded by David Moore. Motion carried.

C.3 CONSIDER APPROVING THE ELECTRICAL BOX WRAP PROGRAM PROCEDURES; AND TAKE APPROPRIATE ACTION.

Maria Minter, Deputy Director of Parks & Recreation, addressed the committee and reported that Jackie Byles, Manager of The Branch Connection, has been instrumental in putting the Standard Operating Procedures (SOP) together. If the committee approves this today, staff will then take this and the SOP for the Art Program, package them together, and present both documents to the City Manager's Office for review and direction to move forward. Do these documents need to be approved by City Council as a Study Session item or just be provided to City Council as informational items? Maria also reported that there is funding available for this project in the budget. The committee can move forward with getting generic information out there, but we do need to be careful about any decision-making until City Council is aware of the SOPs that have been created and whether approval is needed by City Council.

A motion was made by David Moore to approve the Standard Operating Procedures with the following amendments:

- Add City Council as Section 5.1a – direction and final approval responsibilities;
- Add Section 5.1b – existing Committee duties.

The motion was seconded by Chris Stevenson. Motion carried.

C.4 REVIEW THE 2025 SUBCOMMITTEES' PLANS OF WORK.

- Reviewing the 2025 Plans of Work is for the Committee to use as a reference for the upcoming year.
- Maria Minter, Deputy Director of Parks & Recreation, encouraged members of the subcommittees to meet and brainstorm Plans of Work and present their recommendations to the Committee for review in November.
- Maria will keep this as a standing item on the agenda for August and September to remind everyone that they should be working on these in their respective subcommittees.

No action taken.

C.5 DISCUSS OFFICE POSITIONS FOR THE ARTS & CULTURE COMMITTEE.

- Rita Ford addressed the members regarding the upcoming positions for elections in August—Chair, Vice-Chair, and Secretary;
- If anyone is interested or anyone wants to nominate a member of the Committee for a position, elections will be held in August;
- Maria reported that there are currently no new applications for the Arts & Culture Committee. If anyone knows of anyone who might be interested, please direct them to apply. The City Secretary is still accepting applications.
- There are currently three vacancies: two alternate positions and one business representative position.

No action taken.

C.6. DISCUSS STRATEGIES TO HELP NEW MEMBERS GET ACCLIMATED.

The Committee discussed ideas/strategies to assist new members in becoming acclimated when becoming new members of the Arts & Culture Committee and bringing them up to date on everything that is currently underway. Strategies include:

- Plans of Work;
- Current member providing a “mentor” role;
- List this as an agenda item for the August meeting, “Introduction of new members to the ACC process”;
- Provide a subcommittee description and update/structure and planning;
- Ordinance review;
- Any additional onboarding materials;
- Emphasize the definition of creating a possible quorum when additional members attend subcommittee meetings when other members assigned to these subcommittees are already in attendance;
- Additional onboarding materials to include contact information, office and staff roles, committee organizational structure, and the remaining annual meeting schedule.

No action taken.

C.7 RECEIVE AN UPDATE ON THE FOLLOWING SUBCOMMITTEES:

- **ARTIST OUTREACH**
- **ARTS & CULTURE IN PUBLIC SPACES**
- **STRATEGIC PLANNING**
- **ARTS & CULTURE FESTIVALS**
- **EVENTS SUBCOMMITTEE**

Artist Outreach:

- Did not meet.

Arts & Culture in Public Spaces:

- Looking for next place for public art opportunities;
- Interested in having decorative wraps on large utility poles along I-35;
- Staff will work with Public Works and utility pole owners regarding feasibility of this project;
- Staff requested examples and photos;
- More discussion will be held after City staff receives answers on this information.

Strategic Planning:

- Did not meet.

Arts & Culture Festivals:

- Meeting is scheduled for July;
- Discussed Branch Arts Live! Event logistics;
- Volunteers recruited to assist with event planning;
- Concern expressed about promotional efforts for Branch Arts Live;
- The Committee wants to increase attendance and community participation;
- Maria indicated using Peach Jar to promote through the school district.

Events Subcommittee:

- Friday, July 3 – Independence Day Celebration;
- Commemorative giveaways;
- Saturday, April 3, 2027, Gateway to the Globe;
- July 2027 – there are 5 NRPA Pop-Ups scheduled;
- Saturday, October 10, 2027 – Fall Festival;
- Volunteers are welcome.

C.8 DISCUSS POTENTIAL AGENDA ITEMS FOR FUTURE MEETINGS.

- Continue Plan of Work;
- Welcome/Introduce/Overview for new committee members to include: subcommittee update, ordinance review, chain of command, flow process of how everything works;
- Potential update on Encor utility poles;
- Update on SOPs.

No action taken.

D. ADJOURNMENT.

A motion was made by Jennifer Evans to adjourn the June 17, 2026 meeting. The motion was seconded by Tad Perryman. Motion carried. The meeting adjourned at 7:40 PM.

Chair

Attest