



PUBLIC ART MASTER PLAN

CITY COUNCIL • JULY 22, 2024

STAFF PRESENTER: JEN BASHAM, DIRECTOR OF PARKS AND RECREATION



PUBLIC ART MASTER PLAN

Create a comprehensive master plan that celebrates the design, art, culture, history and unique attributes of the community through public art in the City of Burleson.



Current Committee Members

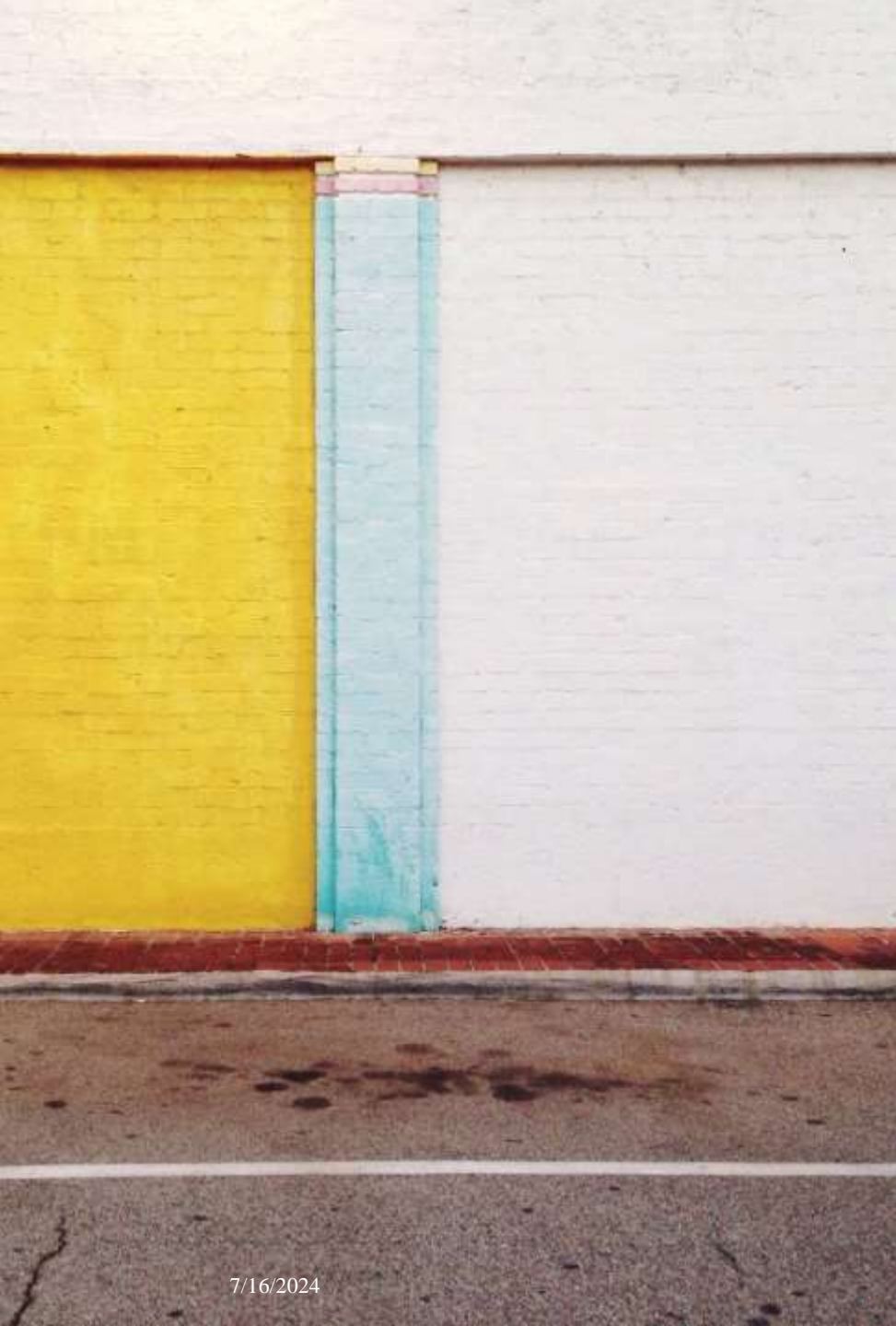
Jana Jackson- BISD Art

Camille Bransom-Long time business owner and resident for

Nancy McKenzie-Hill College Art

Tom Sale-Russell Farm Art Committee

Vacant-Keep Burleson Beautiful Representative



History

Neighborhood Services and Keep Burleson Beautiful implemented a call for art in 2022 to install a mural at Bailey Lake

City Council identified public art as a priority in their 2022 strategic plan

Staff presented options for formalizing a board or committee for public art on October 3, 2022

City Council requested that a committee be created with various stakeholders in the art community

Staff proposed a formula for selecting committee members and had it authorized by Council in December of 2022



History

Staff met with the committee in Spring of 2023 to discuss the history and goals of the committee

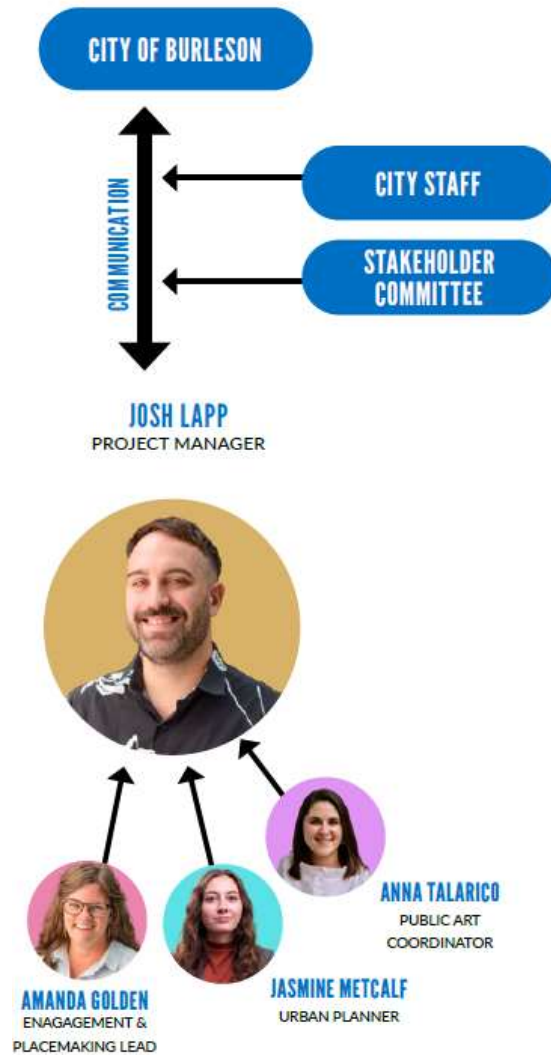
The Public Art Committee met on August 23, 2023 to determine how they would like to solicit submissions for a consulting firm

Staff issued an RFP on November 17, 2023

19 packets were taken and 3 firms submitted

On December 14, 2023 the committee met and reviewed submissions, the committee requested an opportunity to interview the top firm

On January 11, 2024 the committee interviewed Designing Local and formally recommended entering into negotiations with the firm for a public art master plan



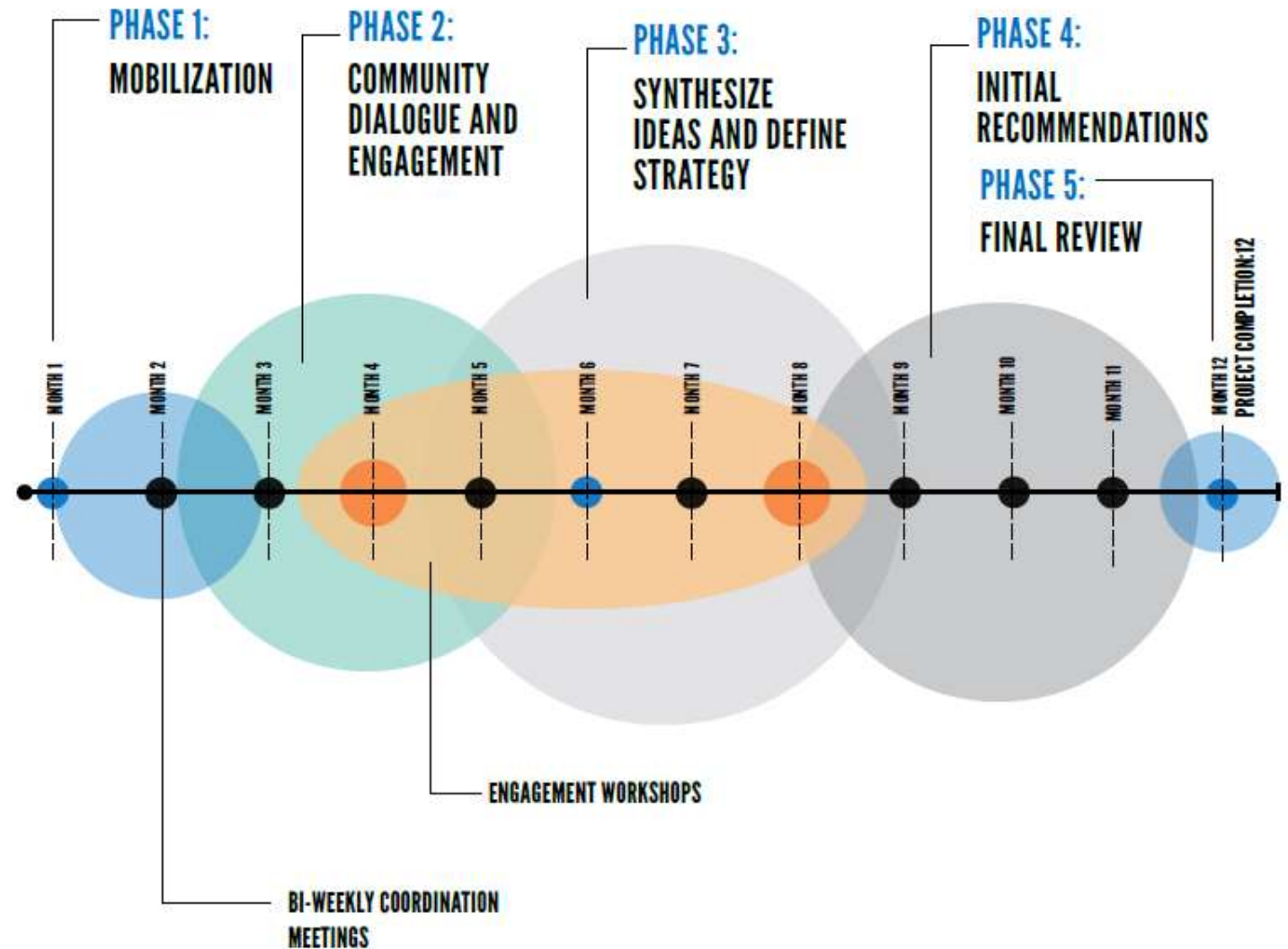
A LITTLE BIT ABOUT DESIGNING LOCAL'S APPROACH

The primary objective will be to build relationships with stakeholders and the community to provide a comprehensive plan that the community is proud of.

Example Key Stakeholders:

- Public Art Committee
- City Staff
- Development Community
- Local Artist
- Youth
- Russell Farm
- Community at large

PHASING OF THE PROJECT





TIMELINE

AWARD JULY 2024, FROM
AWARD IT IS ANTICIPATED TO
TAKE 12 MONTHS TO
COMPLETE THE MASTER
PLAN

PROJECT FUNDING

AFTER REVIEW OF THE ORIGINAL FUNDING SOURCE IT HAS BEEN DETERMINED THAT HOT/MOT CAN BE SPENT ON PUBLIC ART BUT NOT ON THE MASTER PLANNING.

STAFF HAS SOURCED 4B CASH AS AN APPROPRIATE FUNDING SOURCE IN THE AMOUNT OF \$75,000



Approve a
resolution for
the design of a
public art
master plan in
the amount of
\$75,000

Deny a
resolution for
the design of a
public art
master plan in
the amount of
\$75,000

DIRECTION

Funding source: 4B Cash