



Cultural Arts District Advisory Board Meeting Agenda
January 6, 2026 at 2:00 PM
City Hall, 701 Main Street, Kerrville, Texas



CALL TO ORDER:

1. **PUBLIC COMMENT PERIOD:**

2. **CONSIDERATION AND POSSIBLE ACTION:**

- 2.A Review Resolution No. 39-2025 and Board Bylaws, and establish duration of member initial terms.
- 2.B Board Affirmation, overview of Board requirements and select a Secretary.
- 2.C Discussion and approval of an application to be submitted to the Texas Commission of the Arts, Art Responds Project grant.

3. **INFORMATION AND DISCUSSION:**

- 3.A Review Texas Commission of the Arts, Cultural District Project application requirements.

4. **ITEMS FOR FUTURE AGENDAS:**

ADJOURN.

The facility is wheelchair accessible, and accessible parking spaces are available. Requests for accommodation or interpretive services must be made 48 hours prior to this event. Please contact the City Secretary's Office at 830-258-1118 for further information.

I hereby certify that this agenda was posted as notice of the meeting on the bulletin board at the City Hall of the City of Kerrville, Texas, and on the City's website on the following date and time:

12/30/2025 at 3:00 pm and remained posted continuously for at least 3 business days preceding the scheduled time of the meeting.

Kesha Franchina, TRMC

Kesha Franchina, TRMC, Deputy City Secretary, City of Kerrville, Texas



**TO BE CONSIDERED BY THE CULTURAL ARTS DISTRICT
ADVISORY BOARD
CITY OF KERRVILLE, TEXAS**

CAPTION: Review Resolution No. 39-2025 and Board Bylaws, and establish duration of member initial terms.

AGENDA DATE: January 6, 2026

DATE SUBMITTED: 12/26/2025

SUBMITTED BY:

EXHIBITS:

1. 20260106 Reso No 39-2025 Create the Cultural Arts District Advisory Board 12-09-2025

Expenditure:

Account Number:

**Payment to/Vendor
name:**

Amount Budgeted:

Account Balance:

Kerrville 2050 Item?

No

Key Priority Area:

SUMMARY:

Each member shall be a voting member and subject to a two-year term. Members shall draw lots to establish the duration of the initial term with 5 members serving a partial term until September 2027, and 7 members serving a full term until September 2028. See Resolution No. 39-2025, Section One.

RECOMMENDED ACTION:

Designate members for a partial term, and a full term.

**CITY OF KERRVILLE, TEXAS
RESOLUTION NO. 39-2025**

**A RESOLUTION CREATING THE CITY OF KERRVILLE
CULTURAL ARTS DISTRICT ADVISORY BOARD; AND
PROVIDING FOR ITS MEMBERSHIP, TERMS OF OFFICE,
ORGANIZATION AND STRUCTURE, AND PURPOSES**

WHEREAS, on November 12, 2024, City Council adopted Resolution No. 46-2024, which authorized the City's submission of an application to the Texas Commission on the Arts ("Commission"); and

WHEREAS, the City application sought the Commission's designation for a Cultural Arts District within the City, which District is intended to harness the power of cultural resources to stimulate economic development and community vitality; and

WHEREAS, the Commission granted the City's application and designated the City's Cultural Arts District, the City's downtown core, which district is depicted on **Exhibit A**; and

WHEREAS, pursuant to the designation, the City must now create an advisory board for the purpose and goal of encouraging, stimulating, promoting, and fostering programs for the cultural enrichment of the City which contribute to the quality of life in Kerrville and developing an awareness of the value of the arts;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF KERRVILLE, KERR COUNTY, TEXAS:

SECTION ONE. City Council hereby creates the Kerrville Cultural District Board of the City of Kerrville, Texas ("Board"), which shall consist of no less than seven (7) and no more than twelve (12) members at-large, each of whom must have a vested interest in the cultural arts reside within Kerr County. The designated Cultural District boundaries is depicted in **Exhibit A** (the "District"). Each member shall be a voting member and is subject to a two-year term; provided, however, that at the Board's initial meeting, the members shall draw lots to establish the duration of the initial terms, with five (5) members serving an initial term of one year and the remaining seven (7) members serving a full, two-year term. The expiration date of all terms shall be September 30 of each year. The initial one-year terms would therefore expire September 30, 2027; and the terms of the remaining seven members to expire September, 2028.

SECTION TWO. The bylaws attached as **Exhibit B** are adopted for application to the Board and its activities.

SECTION THREE. The Board shall elect its own officers and may establish its own procedural rules, to the extent that such rules do not conflict with the City's Charter, Code of Ordinances, or the *Procedural Rules for City Boards*.

SECTION FOUR. City Council will appoint the initial slate of members for the Board by separate action.

SECTION FIVE. The Board shall serve in an advisory capacity to the City Council and shall have the following purposes and duties, as well as other duties as assigned by the City Council, as necessary pursuant to the overall purpose of the Board:

(A) the mission of the Board is to enhance the cultural and aesthetic quality of life within the District by actively pursuing the placement of public art in public spaces and serving to coordinate, promote, and support public access to the arts. The arts are an important part of the cultural and economic life of the entire community of Kerrville and enrich the participants in the arts as well as those who observe them;

(B) the Board shall be specifically responsible for, but not limited to, the following:

1. ensuring the arts continue to be of value as an integral part of Kerrville;
2. the Board in its first year will propose to City Council a set of guidelines and standards by which it will review all future District projects, staying consistent with City and state laws and policies applicable to such review;
3. the Board will seek to improve communication and organization of the activities within the District;
4. the Board shall promote the arts within the District to enrich the lives of the citizens through education and demonstration;
5. the Board may advise other City boards and City departments regarding artistic components of all projects under consideration by the City. The Board may also serve as a resource for artistic components of private developments;

6. the Board shall develop and recommend to the City Council policies and programs that would enhance and encourage the planning, placement, and maintenance of public displays of art in locations open to the public within the District;

7. the Board shall encourage connections with other local, regional and national organizations working for the benefit of art and preservation of artistic values, and other similar activities;

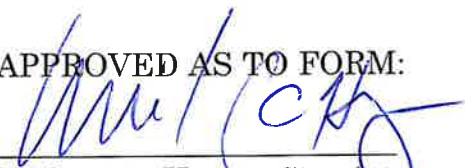
8. the Board shall recognize and encourage groups and organizations that enrich Kerrville life by bringing cultural and artistic values and artifacts to the City, and in particular, within the District;

9. the Board shall pursue funding, including gifts and grants for support of arts programs and activities and the procurement of public art; and

10. at the request of City Council, the Board shall prepare and present an annual report and/or other required reports to the City Council.

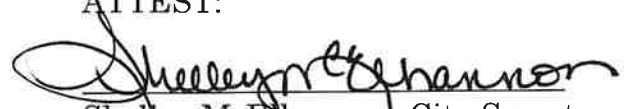
**PASSED AND APPROVED ON this the 09 day of December,
A.D., 2025.**

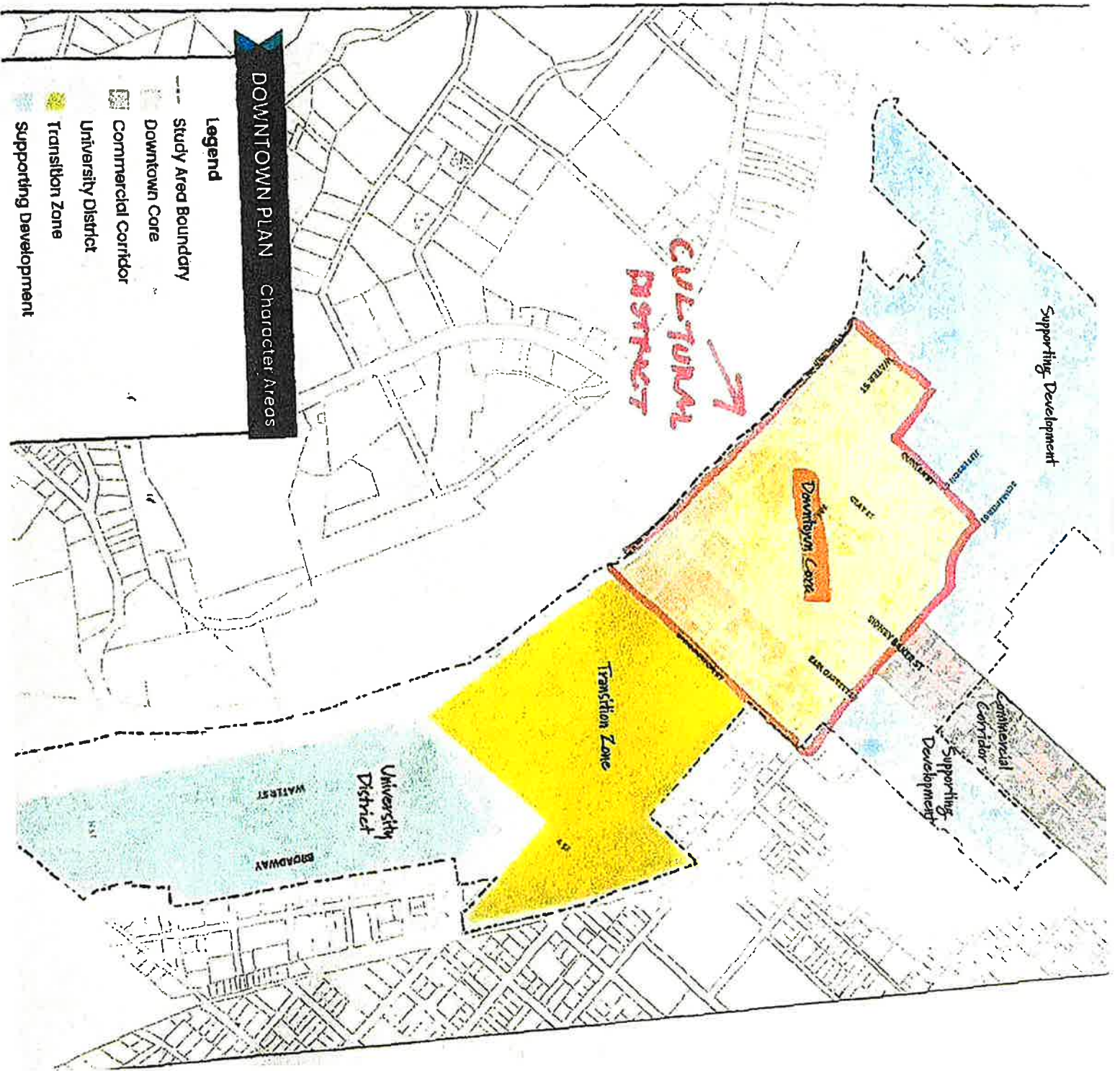
APPROVED AS TO FORM:


Michael C. Hayes, City Attorney


Joe Herring, Jr., Mayor

ATTEST:


Shelley McElhannon, City Secretary



**Kerrville Cultural Arts District
Advisory Board By-Laws**

Article I – Name

The name of the organization shall be the Cultural Arts District Advisory Board created by the City of Kerrville pursuant to Resolution No. 39-2025, which is attached.

Article II- Vision and Mission Statements

Mission Statement – the mission of the Cultural Arts District Program is to harness the power of cultural resources to stimulate economic development and community vitality.

Vision Statement – The Cultural Arts Program envisions a partnership between business owners, residents, and the City, focusing on economic growth and stability through the enhancement of economic development, arts education, cultural tourism, and artist sustainability initiatives.

Article III – Objectives

1. Promote the organization of the Cultural Arts District into a strong, cohesive unit that works together for the betterment of the area.
2. Harness the power of cultural resources to stimulate economic development and community vitality.
3. Promote the district for generating business, attracting tourists, stimulating cultural development, and fostering civic pride.
4. Aim for full use and occupancy of Cultural Arts District. Identify market needs and develop programs to meet those needs.

These objectives will be achieved through strategic planning and the annual plan of work.

Article IV – Members

Section 1 Membership shall be as specified within Resolution No. 39-2025, which is attached.

Section 2 The City Manager shall appoint a City staff liaison to the Board who shall act as its representative to the City and its Council.

Section 3 Ex-Officio Members will be a member of the Historic Downtown Business Alliance (HDBA) and a board of director of the Tax Increment Reinvestment Zone Number One, City of Kerrville (TIRZ No. 1), each to be appointed by their respective boards, shall be ex-officio members of the Board, without voting privileges, and shall act in an advisory capacity to the Board.

Article V – Officers

Section 1 Officers that shall be elected by the board are Chairperson and Vice-Chairperson who will serve for a period of one (1) year. The office of Secretary shall be the City Secretary or his / her designee.

Section 2 The Chairperson and Vice Chairperson shall be elected annually at the regular board meeting, upon expiration of the current Chairpersons term, or board seat term, whichever comes first. A person shall not be eligible to serve more than two (2) full consecutive terms in any one (1) office.

Article VI – Duties of Officers

Section 1 The Chairperson shall be the principal officer of the committee and shall:

- a. Preside over all meetings, regular and special or called.
- b. Facilitate open discussion of the Board.
- c. Appoint all standing and special committees with Board approval.
- d. Be an ex-officio member of all committees.
- e. Is a worker as well as a delegator.
- f. Work with the City staff liaison to set board meeting agendas.
- g. Serve as a visible and influential leader of the organization.
- h. Empower volunteers.
- i. Call special meetings as needed.

Section 2 The Vice-Chairperson shall:

- a. Perform duties of the Chairperson in his / her absence.
- b. Support the Chairman and share responsibilities as delegated by the Chair.

Section 3 The City Secretary or designee shall:

- a. Serve as the primary record keeper.
- b. Transcribe and prepare official board meeting minutes for approval by the Board at each consecutive meeting and deliver them to the City staff liaison.

Article VII – Meetings

- Section 1 Regular meetings of the Board shall be held as determined by the Board but no less than once each calendar quarter (e.g, Jan.-March, etc.).
- Section 2 Special meetings may be called by the Chairperson provided there is sufficient time to notify all members.
- Section 3 The place of meetings shall be City Hall unless otherwise agreed to by the Board.
- Section 4 A quorum for the transaction of business at any meeting of the Board shall consist of a majority of the current serving members of the Board. For purposes of determining a quorum, “majority” means more than fifty percent (50%) of the directors then in office, rounded up to the nearest whole number where necessary.. For example, if the Board has 9 members, a quorum shall be 5 members.
- Section 5 The Board shall comply fully with the provisions of the Texas Open Meetings Act and the City’s Procedural Rules for Boards, as they now exist or as they may hereafter be amended

Article VIII – Amendments

These By-Laws may be amended at any regular meeting by two-thirds vote of the membership.



**TO BE CONSIDERED BY THE CULTURAL ARTS DISTRICT
ADVISORY BOARD
CITY OF KERRVILLE, TEXAS**

CAPTION: Board Affirmation, overview of Board requirements and select a Secretary.

AGENDA DATE: January 6, 2026

DATE SUBMITTED: 12/29/2025

SUBMITTED BY:

EXHIBITS:

None

Expenditure:

Account Number:

**Payment to/Vendor
name:**

Amount Budgeted:

Account Balance:

Kerrville 2050 Item?

Key Priority Area:

SUMMARY:

Vote for a secretary and discuss advisory board overlap.

RECOMMENDED ACTION:



**TO BE CONSIDERED BY THE CULTURAL ARTS DISTRICT
ADVISORY BOARD
CITY OF KERRVILLE, TEXAS**

CAPTION: Discussion and approval of an application to be submitted to the Texas Commission of the Arts, Art Responds Project grant.

AGENDA DATE: January 6, 2026

DATE SUBMITTED: 12/29/2025

SUBMITTED BY:

EXHIBITS:

None

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Kerrville 2050 Item?

Key Priority Area:

SUMMARY:

Eligibility: Eligibility: Arts Organizations of Color with a VERIFIED budget, Arts Organizations with a VERIFIED budget, College Arts Institutions, Established Arts Organizations, Established Arts Organizations of Color, Rural Arts Providers, TCA Cultural District

Intent: See individual priority areas

This competitive grant program provides project assistance grants on a short-term basis and may include administrative costs directly related to the project.

Projects must address ONE of the following priority areas:

- **EDUCATION**

Intent: Projects that use art to promote innovations in K-12 public education.

Designed for projects that impact Pre-K-12 public school students during the school day. Projects must be aligned with the TEKS and conducted in conjunction with school officials. Projects may occur in a school setting or off-site (field trip). Before and after-school projects are not eligible.

- **HEALTH & HUMAN SERVICES**

Intent: Projects that use art to improve human health or functioning.

Designed for projects that focus on health-related topics, serve specific populations, or occur in a health care or human service setting (hospital, clinic, senior activity center, women's shelter, homeless shelter, etc.).

- **ECONOMIC DEVELOPMENT**

Intent: Projects that use art to diversify local economies, generate revenue, and attract visitors and investment.

Designed for projects that focus on job growth or cultural tourism (festivals, gallery walks, art fairs, etc).

- **PUBLIC SAFETY & CRIMINAL JUSTICE**

Intent: Projects that use art to prevent delinquency and recidivism in youth and adults.

Designed for projects that focus on at-risk youth or incarcerated populations (after school program, juvenile detention center, adult prison, alternative learning center).

- **NATURAL RESOURCES & AGRICULTURE**

Intent: Projects that use art to understand and/or improve the ecological and agricultural environment.

Designed for projects that occur in rural counties (festivals, fairs, exhibitions, performances) or focus on natural resources (oil, water, green art, ecological issues).

Grant Type: Semi-annual

Application Limit:

Organizations may submit one application per deadline. Over the course of TCA's fiscal year, organizations may address two different priority areas through Arts Respond Projects. Organizations should not submit more than one application addressing the same priority area per fiscal year.

Minimum Request: \$1,000

Maximum Request: 50% of project budget

Match Requirement: dollar for dollar (1:1)

Application Deadline: July 15 for projects beginning Sept. 1 through March 31; January 15 for projects beginning April 1 through Aug. 31

Attachments Deadline: July 15 for projects beginning Sept. 1 through March 31; January 15 for projects beginning April 1 through Aug. 31

RECOMMENDED ACTION:

Approval of a project to be submitted to the TCA- Art Responds Project grant.



**TO BE CONSIDERED BY THE CULTURAL ARTS DISTRICT
ADVISORY BOARD
CITY OF KERRVILLE, TEXAS**

CAPTION: Review Texas Commission of the Arts, Cultural District Project application requirements.

AGENDA DATE: January 6, 2026

DATE SUBMITTED: 12/29/2025

SUBMITTED BY:

EXHIBITS:

None

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Kerrville 2050 Item?

Key Priority Area:

SUMMARY:

1. Letter from the Cultural District Management (*this is the organization that applied to TCA for Cultural District Designation*)

- a. Endorsing your project
- b. Defining their role in promoting, marketing, or advancing your project

2. Audiovisual material that will help evaluators visualize your project. We recommend a 4 minute powerpoint that covers the following:

- Brief overview of your Cultural District.
- Brief overview of your institution, your programs, and the community your serve.
- Explanation of the project including artistic quality (use photographs, renderings, embed audio/visual files, links to online videos keeping the

timeframe in mind)

- Marketing and promotion plan and partners
- How you will capture statistical data on visitorship from people 50 miles+ outside your community

3. Copy of your most recent IRS Letter of Determination

Grant evaluators will only consider the materials referenced above. Any other materials received from applicants outside of the categories mentioned above will be disregarded and not given to evaluators.

RECOMMENDED ACTION: