



Cultural Arts District Advisory Board Meeting Agenda
February 3, 2026 at 2:00 PM
City Hall, 701 Main Street, Kerrville, Texas



CALL TO ORDER:

1. **PUBLIC COMMENT PERIOD:**

2. **APPROVAL OF MINUTES:**

2.A Minutes from the Cultural Arts District Advisory Board meeting held on January 6, 2026.

3. **INFORMATION AND DISCUSSION:** *These items are not expected to require action by the Board and are generally for information only.*

3.A Recap Arts Respond grant submission.

3.B Discuss Board role and advocacy.

3.C Discuss Cultural Arts District grant potential projects.

4. **CONSIDERATION AND POSSIBLE ACTION:**

4.A Approval of projects to be presented to Tax Increment Reinvestment Zone #1.

4.B Approval of a proposed project for Arts Create grant application to be presented to City Council.

5. **ITEMS FOR FUTURE AGENDAS:** *Board members may suggest items or topics 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 City Hall bulletin board and City website 1/28/2026 at 5:30 pm, and remained posted continuously for at least 3 business days preceding the scheduled time of the meeting.
Kesha Franchina, TRMC, Deputy City Secretary



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

CAPTION: Minutes from the Cultural Arts District Advisory Board meeting held on January 6, 2026.

AGENDA DATE: February 3, 2026

DATE SUBMITTED: 01/27/2026

SUBMITTED BY:

EXHIBITS:

1. 010626 CADAB Meeting Minutes

Expenditure:
Account Number:
Payment to/Vendor
name:

Amount Budgeted:
Account Balance:

Kerrville 2050 Item?
No

Key Priority Area:

SUMMARY:

Minutes from the Cultural Arts District Advisory Board meeting held on January 6, 2026.

RECOMMENDED ACTION:

Approve minutes as presented.

CITY OF KERRVILLE CULTURAL ARTS DISTRICT ADVISORY BOARD January, 6, 2026.

On January 6, 2026, the Cultural was called to order by Delayne Sigerman at 2:23pm, City Hall, 701 Main Street, Kerrville, Texas.

ATTENDANCE

Delayne Sigerman

John Rivenburgh

Michelle Gray

Howard Taylor

Holly White- Gehrt

Stacie Leporati

Gena Teer

Jill Drake (Phone)

NOT IN ATTENDANCE

Lana Teague

Katharine Boyette

Angela Kennedy

Jeffrey Brown

STAFF ATTENDANCE

Kelly Hagemeyer

CALL TO ORDER: at 2:23pm by Chair Delayne Sigerman

1. PUBLIC COMMENT PERIOD:

None

2. CONSIDERATION AND POSSIBLE ACTION

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

Resolution review guided by K Hagemeyer

No action required

- B. Board Affirmation, overview of Board requirements and select a Secretary

Motion: G Teer Nominate Michelle Gray, 2nd by D Sigerman, no opposition.

Board members present drew names, the first 7 names drawn were two-year terms, the remaining are one-year terms. All Board members are eligible to renew for two-year term once their current term is up.

2-year terms

1. Delayne Sigerman, Chair
2. Angela Kennedy
3. Howard Taylor
4. John Rivenburgh
5. Jill Drake

6. Michelle Gray, Secretary
7. Holly White- Gehrt

1-Year term

1. Gena Teer
2. Stacie Leporati
3. Lanza Teague
4. Jeffrey Brown
5. Katharine Boyette, Vice Chair

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

D Sigerman reported on the Arts District grant due January 15. Howard will send off materials. \$20,00 match toward \$40,000 program and marketing. K Hagemeyer noted grant application category requirements, and capital improvements.

- Grant period: April- August
- Looking to use media group Convention and Visitor's Bureau used
- Quotes being obtained for Crafted Beautifully
- Possibility of TIRZ and Community Foundation match for grants

Marketing:

- J Rivenburgh proposed shopping marketing companies for Grant Application. Information to be gathered by Tuesday
- Kiosks cost approx. \$10,000/ unit

Motion: H Taylor; 2nd G Teer, no opposition

- Grant Review to be sent to members 48 hours before deadline

Motion: D Sigerman; J Rivenburgh 2nd, no opposition

3. INFORMATION AND DISCUSSION

- A. Review Texas Commission of the Arts, Cultural District Project application requirements. H Taylor discussed expanding the cultural arts area to include Cailloux Theatre and other entities to match the Downtown Arts and Culture Zone (DAC) of the 2050 Plan.

- Grant and compliance:
 - o D Sigerman discussed cultural deadlines.
 - o Registration letter for nonprofits required
 - o Information to be provided to Non-Profits in Cultural Arts District
 - o Grant guidelines available on TCA website

4. ITEMS FOR FUTURE AGENDA

Recap grant submission

Discuss Board Role

Discuss Cultural District Project

5. ADJORNMENT

Meeting adjourned at 3:07

Motion D Sigerman; 2nd R Rivenburgh, no opposition



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

CAPTION: Recap Arts Respond grant submission.

AGENDA DATE: February 3, 2026

DATE SUBMITTED: 01/27/2026

SUBMITTED BY:

EXHIBITS:

1. TCA Art Responds_FINAL011526

Expenditure:
Account Number:
Payment to/Vendor
name:

Amount Budgeted:
Account Balance:

Kerrville 2050 Item?

Key Priority Area:

SUMMARY:

Staff to present.

RECOMMENDED ACTION:

Information only; no action required.

APPLICATION

Arts Respond Project
Economic Development

Application ID: 77769063

Kerrville Cultural District

Requested: \$20,000.00

Entity Type: TCA Cultural District

Status: Submitted

Application Status

Submitted

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▼ Organization Information

Organization:	Kerrville Cultural District
Primary Contact:	Kelly Hagemeier
Authorizing Official:	Dalton Rice
Board Chair:	Delayne Sigerman
Executive Director:	Dalton Rice
Street Address:	701 Main Street
Street Address 2:	
City:	Kerrville
State:	Texas
Postal Code:	78028
Email Address:	kelly.hagemeier@kerrvilletx.gov
Website:	https://www.kerrvilletx.gov/
Phone:	830-258-1109
Our organization is a member of Texans for the Arts.	No
Provide the name of a member of your staff who could review grants for TCA.	Kelly Hagemeier
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.

Number of Staff by Ethnicity

Asian:

Black:

Hispanic:

Native American/Alaskan:

Pacific Islander/Hawaiian:

White: 1

Multi-Racial:

Staff - Total: 1

Number of Board of Directors by Ethnicity

Asian:

Black:

Hispanic: 1

Native American/Alaskan: 1

Pacific Islander/Hawaiian:

White: 9

Multi-Racial: 1

Board of Directors - Total: 12

Board members who contributed last year: 0%

▼ Contact Information for this Proposal

Primary Contact Listed Above:

First Name: Kelly
Last Name: Hagemeier
Email Address: kelly.hagemeier@kerrvilletx.gov
Phone: 830-258-1109
Extension:

▼ Priority Area

Which one of the following priority areas does this project address: Economic Development

Confirm how your project supports this priority area (select at LEAST ONE): Attracts visitors from outside the community, Centers on attracting and tracking cultural tourists, Markets activities beyond the community, Uses art to diversify local economies

▼ Period of Support

Starting Dates - Begin: 4/1/2026
Ending Dates - End: 8/31/2026
Payment Date: 4/1/2026

▼ Audience Information

How many adults (over age 18) will be engaged in "in person" arts experiences?
Adults: 14,500

How many children/youth (0-18 years) will be engaged in "in person" arts experiences?
Children/Youth: 3,000

Total Audience: 17,500

How many artists will be directly involved?
Artists: 250

Indicate if this proposal serves: Arts Education (K-12), Arts Education (teachers or adults),
Cultural tourism, Arts Education (Pre-K)

Choose one that describes the project activities for which support is requested. Arts learning is an organized and systematic educational effort with the primary goal of increasing a learner's knowledge of and/or skills in the arts with measurable outcomes.

Arts Education: Less than 50% of this project's activities are arts education
directed to: K-12 students

For the next set of questions, select all categories that, by your best estimate, make up 25% or more of the population served directly by this performance.

Population Served by Race/Ethnicity: (B) Black/African American, (H) Hispanic/Latino, (W) White
Population Served by Age: (01) Children/Youth (0-18 years), (02) Young Adults (19-24 years),
(03) Adults (25-64 years), (04) Older Adults (65+ years)
Distinct Groups Served: (G) No single group made up 25%

▼ Proposal Information

One sentence summary of project:

Funding to expand the Kerrville Convention and Visitors Bureau marketing initiative, "Kerrville Crafted Beautifully" emphasizing the Cultural District as the backbone for tourism and economic vitality.

One page organizational history:

The Kerrville Cultural & Arts District Advisory Board is a newly designated Texas Commission on the Arts (TCA) Cultural District, officially recognized in September 2025. While the designation is recent, it represents the culmination of more than two decades of strategic planning, sustained investment, and community-driven revitalization efforts within Kerrville's historic downtown core. The District aligns closely with the City's 2050 Comprehensive Plan, which identifies this area as the heart of Kerrville's economic, civic, and cultural life.

Twenty years ago, this area faced significant decline, with numerous vacant storefronts and limited commercial activity, despite remaining the center of government with the County Courthouse and City Hall. In response, the City of Kerrville became a Texas Main Street community in 1994 and committed to long-term downtown revitalization. Since that time, substantial public and private investments have transformed the district, including the construction of a new City Hall, clock tower, and public square, as well as streetscape enhancements guided by preservation best practices. The City's Main Street Advisory Board has played a critical role in attracting new businesses, supporting entrepreneurs, and shaping a vibrant, walkable downtown.

In 2018, Kerrville further reinforced this commitment by establishing a Tax Increment Reinvestment Zone (TIRZ) encompassing the downtown core and Cultural District, providing a sustainable funding mechanism for reinvestment. Over the past two decades, the district has become home to a remarkable concentration of cultural assets. The historic post office now serves as the Kerr Arts and Culture Center; the 1920s Arcadia Theatre has been revitalized as a live music and event venue overlooking the Guadalupe River; and a restored historic home houses the Heart of the Hills Heritage Center, offering a local history museum and youth-focused cultural programming.

Recognizing this extraordinary convergence of arts and cultural organizations, the City—through its Main Street Advisory Board—pursued Cultural District designation to further support, promote, and expand the arts. Although the designation coincided with a devastating community flood, this challenge has strengthened our resolve. Today, Kerrville is leveraging the arts as a cornerstone of economic recovery, tourism development, and community resilience, ensuring the Cultural District enhances quality of life while serving as a compelling destination for residents and visitors alike.

One page project description (include specific information on the project including the key personnel, targeted audience, and goals):

The Kerrville Cultural & Arts District Advisory Board selected the Economic Development category in direct response to a critical and immediate community need. Kerrville experienced significant economic losses following a devastating flood, including the disruption of industries central to our local economy such as summer camps, vacation homes, and short-term rental properties. In addition to physical impacts, the flood created a lingering perception that the core of our community was damaged, contributing to reduced visitation and tourism activity. Addressing economic recovery and restoring confidence in Kerrville as a destination are central goals of this initiative.

The Cultural District Board—working in collaboration with the City of Kerrville, the Main Street Advisory Board, and leadership from each cultural venue—serves as the guiding body for this effort. Key personnel include arts administrators, museum and venue directors, and economic development partners who collectively bring expertise in programming, marketing, and community engagement. Together, they are leveraging Kerrville's existing cultural assets to stimulate economic activity, attract visitors, and support long-term sustainability.

The primary target audience includes regional and out-of-area visitors, families, arts enthusiasts, and heritage tourists, while also engaging local residents of all ages, ethnicities, and abilities. Programming is intentionally designed to serve both adults and youth, fostering lifelong connections to the arts and reinforcing community pride.

Within the Cultural District, signature events and venues anchor this strategy. "SPARK! Places of Innovation," a Smithsonian traveling exhibition hosted by the Kerr Arts and Cultural Center, will engage adults and youth through interactive storytelling focused on invention and innovation, including contributions rooted in the Kerrville community. The historic Arcadia Theatre offers a dynamic schedule of live music, classic films, family-friendly events, and community gatherings that draw diverse audiences downtown. The Heart of the Hills Heritage Center, opening in April, will connect visitors and residents to the stories of the Texas Hill Country through collaborative exhibits and engaging educational programs.

As Kerrville rebuilds its river-based and outdoor recreation tourism, the Cultural District is strategically expanding arts-focused awareness and programming to diversify the tourism economy. This approach strengthens economic resilience, supports local businesses, and positions the arts as a vital driver of recovery and future growth.

How does this project address the priority area?

The Board selected the economic development category because it addresses a critical and immediate need in our community. In July, Kerrville experienced a devastating flood that resulted in significant loss of life and

property and disrupted a substantial portion of our local economy. The impacts were particularly severe for sectors tied to summer camps, vacation homes, and seasonal tourism—industries that have long supported our cultural and creative economy.

In addition to these tangible losses, perceptions that the community’s core was damaged or unable to host visitors have further challenged economic recovery. The Board recognizes that Kerrville’s arts and cultural assets remain strong and are essential to restoring confidence, attracting visitors, and supporting local businesses.

Arts and culture have consistently been a defining feature for both first-time and returning visitors to Kerrville. A strategic, professional marketing plan will allow us to more effectively promote our events, programs, artists, and cultural destinations, while communicating a clear message of resilience and readiness. By highlighting Kerrville’s distinctive small-town arts culture and creative vitality, we can help drive tourism, strengthen economic activity, and support long-term recovery and growth for our community.

How will you gauge the success/impact of this project?

The Board will collaborate closely with the Kerrville Convention and Visitors Bureau (CVB) and a professional marketing agency to design the campaign and determine the most effective media placements. While the campaign will emphasize digital and social media platforms, it will also incorporate targeted print and broadcast media to reach a broad and diverse audience.

A key focus of this initiative is identifying clear, measurable indicators, in attracting an increase of investors to the District, and evaluating return on investment. Website and social media analytics will be used to track engagement metrics, including audience demographics such as age, travel interests, and median income. We will also monitor visitor behavior within the downtown core and at key cultural destinations, including the Arcadia Theater, Kerr Arts and Cultural Center, Heart of the Hills Heritage Center, and others. Metrics will include zip-code origin, visitation frequency, and length of stay at each location.

The CVB utilizes Placer.ai to collect reliable visitor data for major tourist destinations, providing additional insight into travel patterns and visitation trends. In addition, the Board works closely with local hotels and other lodging providers to assess tourism demand, occupancy trends, and visitor behavior. Together, these data sources will allow us to evaluate the effectiveness of the marketing campaign and adjust strategies to maximize impact.

How will you ensure the artistic quality of this project will be high?

Artistic quality is maintained through strong leadership, professional expertise, and close collaboration between the Cultural District Board and the City of Kerrville. The Board is chaired by City Councilmember Delayne Sigerman, whose role ensures alignment between Board goals and City Council priorities. Councilmember Sigerman brings valuable experience from a career in real estate development and ownership of a high-end jewelry manufacturing company, providing deep insight into design excellence, effective marketing, and quality control.

The Board’s Vice Chair, Katharine Boyette, serves as Director of the Kerrville Convention and Visitors Bureau Community Arts Program. She has overseen a wide range of art-in-public-places initiatives and facilitates engagement with artists and arts organizations from across the country and internationally.

The Board also includes arts leaders, owners, and directors representing multiple disciplines, including Howard Taylor, who brings more than 50 years of experience as an art museum director. Kelly Hagemeier, Economic Development Manager for the City of Kerrville, serves as the City staff liaison and works closely with arts organizations within the Cultural District to ensure professional standards and consistency.

This collective depth of experience ensures that artistic excellence, thoughtful curation, and high professional standards remain central to all Cultural District initiatives.

▼ Financial Information

▼ Project Budget - Income

Income from programs (revenues from box office, admissions, memberships, tuition, class/workshop fees)	
Fundraising proceeds (net proceeds from gala/fundraiser/concessions/art sales/space rentals)	
Interest on investments/endowment (revenue derived from interest on investments/endowment)	
Direct cash contributions from individuals	\$5,000.00
Business/corporation support	
Foundation support	\$10,000.00
TCA request	\$20,000.00
Government support (local, county, state, federal)	\$5,000.00
Other support:	
Total	\$40,000.00

▼ Project Budget - Expenses

Administrative salaries, contracts, benefits	
Artistic salaries, contracts, benefits	
Facility Costs	
Marketing & Promotion	\$40,000.00
Program/Exhibit production costs	
Other expenses:	
Total	\$40,000.00

Difference between income and expenses: \$0.00

Please annotate your budget to help the evaluators understand sources of revenue and high-level details on all expenditures.

Notes to the budget:

The Kerrville Cultural & Arts District Advisory Board is committed to moving forward from the July 4th floods by leveraging the arts as a catalyst for economic recovery and renewed community confidence in Kerrville. Recognizing the power of arts-driven placemaking in alignment with our 2050 Comprehensive Plan, the Board will strategically use grant funding through foundations and the Tax Increment Reinvestment Zone (TIRZ) to strengthen marketing efforts that elevate the visibility, vibrancy, and tourism appeal of the Cultural Arts District.

Building upon the established and recognizable *Kerr Crafted* brand, the Board will engage a professional marketing firm to refine and expand outreach efforts targeted to residents, regional visitors, and cultural tourists. Grant funds will support the development of cohesive promotional materials, digital and print advertising, enhanced social media campaigns, and storytelling initiatives that showcase Kerrville's artists, creative businesses, public art, and cultural experiences.

The following the proposed media placements and fund allocations:

Glasstire online visual arts magazine \$6,000 San Antonio and Austin City Events page placement, whole state banner ad placement, Mobile device spots placement

Texas Monthly \$6,500 digital -100K impressions

Texas Highways \$6,300 2/3 Page + enewsletter

KSAT TV \$3,000 3 min segments SA live, 50k impressions KSAT.com, 15 sec commercial morning show

Texas Public Radio \$3,500 25 sec spot placements may -aug

MYSA Destination Guide \$2,600 ½ page 75K impressions + digital

Tour Texas \$2,100 3 Newsletters

Ad Creation Services \$10,000

Marketing efforts will place an emphasis on the I-35 Austin- San Antonio corridor. This region is at our doorstep with travel distances, at 45 minutes to 2 hours in a region that has an approximate population of 5 million people, with more than 850,000 individuals that fit a demographic profile that regularly travels regionally to partake in arts and cultural experiences. Aspects of our campaign, include regular social media postings through the CVB, and also a highly effective interactive kiosk at the visitor center, which is located directly off I-10. The CVB receives extensive visitation from casual travelers often making "on-site" decisions based upon attractions and information at the center. We will also broaden and unify our campaign through the ongoing marketing efforts of our Cultural District arts entities.

▼ Organization Financial Snapshot

Organization's Fiscal Year - Start Month:	October
Organization's Fiscal Year - End Month:	September
Previous Year - Actual Revenues:	\$165,000.00
Previous Year - Actual Expenditures:	\$165,000.00
Previous Year - Surplus/Deficit:	\$0.00

Current Year - Budgeted Revenues:	\$60,000.00
Current Year - Budgeted Expenditures:	\$60,000.00
Current Year - Surplus/Deficit:	\$0.00

Next Year - Projected Revenues:	\$66,000.00
Next Year - Projected Expenditures:	\$66,000.00
Next Year - Projected Surplus/Deficit:	\$0.00

Notes to the financial snapshot:

This is the inaugural year of the Kerrville Cultural & Arts District Advisory Board designation, and the Board is in the early stages of establishing a sustainable financial framework. To maximize available resources, the Board is working collaboratively with private foundations and local arts organizations to support shared programming, coordinated marketing efforts, and strategic partnerships with the entities within the boundaries and arts entities hosting events within the district. These collaborations allow limited funding dollars to be leveraged more effectively while building long-term capacity for the district. Through these collective investments, the Cultural District aims to increase cultural tourism and strengthen the image of the Texas Hill Country as a vibrant arts destination.

Please note, in the Financial Snapshot, our designation began December 2025. Our budget notes are based on expenditures in our designated district prior to our designation.

In Kind Support: \$1,200.00

▼ Assurances

Minimum Acceptable Amount:	\$10,000.00
Maximum Acceptable Amount:	\$20,000.00

I certify that the information included here is true and correct and that I am authorized to submit grants on behalf of this organization.

Yes

▼ Documents

Required documents for submission of application:

- IRS letter of determination

Optional documents for submission of application:

- Letters of support - *up to 3*.

Click on the PLUS SIGN to add a file to upload. Use the DROP-DOWN LIST to indicate the type of each attachment. Click on START UPLOAD.

Please Note: If you click on the document name the file will download to your local instance. Hover over the document and click the magnifying glass on the right to preview the document before downloading.

APPLICATION ATTACHMENTS		
	CVB_Art Responds_2025.pdf Letter of Support 3 Added by Kelly Hagemeyer at 11:58 AM on January 12, 2026	
	Clint Orms_Art Responds_2025.pdf Letter of Support 2 Added by Kelly Hagemeyer at 11:57 AM on January 12, 2026	
	Chamber_Art Responds_2025.pdf Letter of Support 1 Added by Kelly Hagemeyer at 11:57 AM on January 12, 2026	
ORGANIZATION DOCUMENTS		
	City of Kerrville W-9.pdf IRS Letter of Determination Added by Kelly Hagemeyer at 4:51 PM on January 14, 2026	



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

CAPTION: Discuss Board role and advocacy.

AGENDA DATE: February 3, 2026

DATE SUBMITTED: 01/27/2026

SUBMITTED BY:

EXHIBITS:

None

Expenditure:
Account Number:
Payment to/Vendor
name:

Amount Budgeted:
Account Balance:

Kerrville 2050 Item?
No

Key Priority Area:

SUMMARY:

Staff to open discussion.

RECOMMENDED ACTION:

Information only; no action required.



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

CAPTION: Discuss Cultural Arts District grant potential projects.

AGENDA DATE: February 3, 2026

DATE SUBMITTED: 01/27/2026

SUBMITTED BY:

EXHIBITS:

None

Expenditure:
Account Number:
Payment to/Vendor
name:

Amount Budgeted:
Account Balance:

Kerrville 2050 Item?

Key Priority Area:

SUMMARY:

Staff to open discussion.

RECOMMENDED ACTION:

Information only; no action required.



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

CAPTION: Approval of projects to be presented to Tax Increment Reinvestment Zone #1.

AGENDA DATE: February 3, 2026

DATE SUBMITTED: 01/27/2026

SUBMITTED BY:

EXHIBITS:

None

Expenditure:
Account Number:
Payment to/Vendor
name:

Amount Budgeted:
Account Balance:

Kerrville 2050 Item?

Key Priority Area:

SUMMARY:

Projects to be presented to Tax Increment Reinvestment Zone #1.

RECOMMENDED ACTION:

Approve projects as presented.



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

CAPTION: Approval of a proposed project for Arts Create grant application to be presented to City Council.

AGENDA DATE: February 3, 2026

DATE SUBMITTED: 01/27/2026

SUBMITTED BY:

EXHIBITS:

None

Expenditure:

Account Number:

**Payment to/Vendor
name:**

Amount Budgeted:

Account Balance:

Kerrville 2050 Item?

Key Priority Area:

SUMMARY:

Proposed project for Arts Create grant application to be presented to City Council.

RECOMMENDED ACTION:

Approve project as presented.