



Arts and Cultural Board Meeting Agenda
Wednesday, September 17, 2025 6:00 PM
Kyle City Hall, Minerva Falcon Community Room,
100 W. Center Street, Kyle, TX 78640

I. Call Meeting to Order and Roll Call

II. Approval of Minutes

1. Consider approval of the Arts and Cultural Board August 20, 2025 meeting minutes.
(Item Presenter: Tamara Aquino, Business & Strategic Planning Manager, Parks & Recreation)
[Exhibit 1 - Minutes](#)

III. Citizen Comment Period with Arts and Cultural Board

The Arts and Cultural Board welcomes comments from Citizens. Those wishing to speak are encouraged to sign in before the meeting begins. Speakers may be provided with an opportunity to speak during this time period on any agenda item or any other matter concerning Arts and Cultural Board business, and they must observe the three-minute time limit.

IV. Staff Reports and Presentations

2. Receive a report, hold a discussion, and provide staff feedback regarding proposed implementation of a Traffic Box Vinyl Wrap Art Program.
(Item Presenter: Chris Escoto, Deputy Director of Parks & Recreation)
[Exhibit 1 - Staff Memo](#)
[Exhibit 2 - Presentation](#)
3. Receive a report, hold a discussion, and provide staff feedback regarding general updates on department announcements, public art and cultural related items, procedures, maintenance, and projects, such as the traffic box art program, sky blooms art sculpture, roundabout art, tiny art gallery, vacancies and reappointments, and the public art master plan.
(Item Presenter: Will Atkinson, Parks Planning & Project Manager)
[Exhibit 1 - Staff Memo](#)
[Exhibit 2 - Presentation](#)

V. Adjourn

One or more members of the board may participate in the meeting by videoconference pursuant to Section 551.127, Texas Government Code, provided that a quorum of the board will be present at Kyle City Hall.

NOTE: There may be a quorum of the City Council of Kyle, Texas present at the meeting who may participate in the discussion. No official action will be taken by the City Council members in attendance.

Posted this 10th day of September, 2025, prior to 10:30 a.m.

ARTS AND CULTURAL BOARD MEETING MINUTES

The Arts and Cultural Board met in a regular scheduled meeting on August 20, 2025 at Kyle City Hall with the following present:

Board Chair Rose Burke
Board Vice Chair Fabiana Melendez Ruiz, virtual
Board Member Melissa Spence, virtual
Board Member Anabel Gomez
Board Member Andrea M MacRae
Chris Escoto, City Employee non-voting liaison
Will Atkinson, City Employee non-voting liaison
Rachel Acevedo, City Employee non-voting liaison
Tamara Aquino, City Employee non-voting liaison
Todd Bressi, Consultant, virtual

I. Call Meeting to Order and Roll Call

Board Chair Burke called the meeting to order at 6:20 P.M. Delay was due to a train stuck at the train tracks, delaying and/or prohibiting board members from arriving. Board Chair Burke, Board Member Gomez, and Board Member MacRae were present. Board Vice Chair Melendez Ruiz and Board Member Spence joined virtually later in the meeting after 6:30 P.M. A quorum was present.

II. Approval of Minutes

1. Consider approval of the Arts and Cultural Board July 16, 2025 meeting minutes.

(Item Presenter: Tamara Aquino, Business & Strategic Planning Manager, Parks & Recreation)

Board Member MacRae made a motion to approve the minutes from July 16, 2025. Board Member Gomez seconded the motion. Motion passed 3-0.

III. Citizen Comment Period with Arts and Cultural Board

Board Chair Burke opened citizen comments at 6:22 P.M. With no one wishing to speak, Board Chair Burke closed citizen comments at 6:22 P.M.

IV. Staff Reports and Presentations

2. Receive a report, hold a discussion, and provide staff feedback regarding general updates on department announcements, public art and cultural related items, procedures, maintenance, and projects, such as the Lake Kyle fitness court, co-sponsorship request, traffic box art program, sky blooms art sculpture, roundabout art, tiny art gallery, vacancies and reappointments, and the public art master plan.

(Item Presenter: Will Atkinson, Parks Planning & Project Manager)

Parks Planning & Project Manager Will Atkinson presented the monthly report. No action taken.

3. Receive a report, hold a discussion, and provide staff feedback regarding the future implementation of the Tiny Art Gallery Program.

(Item Presenter: Will Atkinson, Parks Planning & Project Manager)

Parks Planning & Project Manager Will Atkinson presented the report. The Board provided input to guide staff on the elements and implementation of the Tiny Art Gallery program. No action taken.

4. Receive a report, hold a discussion, and provide staff feedback regarding a project update for the Kyle Public Art Master Plan.

(Item Presenter: Will Atkinson, Parks Planning & Project Manager)

Consultant Todd Bressi presented the report. No action taken.

V. Consider and Possible Action

5. Consider approval of Arts & Cultural Board endorsement for the Quilt Turning on September 15, 2025 and the Quilt Show taking place October 18-19, 2025 at the Krug Center held by the Kyle Area Senior Zone in partnership with the Kyle Quilters.

(Item Presenter: Tamara Aquino, Business & Strategic Planning Manager, Parks & Recreation)

Business & Strategic Planning Manager Tamara Aquino presented the discussion item. Board Member Gomez made a motion for option 1 to approve both events for endorsement as presented. Board Member MacRae seconded the motion. Motion passed 5-0.

VI. Adjourn

With no other agenda items to discuss, Board Chair Burke made a motion to adjourn. Board Member Gomez seconded the motion. Motion passed 5 - 0. The meeting was adjourned at 7:43 P.M.

Rose Burke, Board Chair

Prepared by:
Tamara Aquino



Arts and Cultural Board Regular Meeting

DEPARTMENT: Parks and Recreation

FROM: Will Atkinson, Parks Planning & Project Manager

MEETING: September 17, 2025

SUBJECT:

Receive a report, hold a discussion, and provide staff feedback proposed implementation of a Traffic Box Vinyl Wrap Art Program.

SUMMARY:

Earlier this year, the Arts and Cultural Board reviewed a vision that inspired the creation of a Traffic Box Art Program. The goal of the program is to turn everyday utility boxes into vibrant public art that celebrates community pride and creativity. Staff is now bringing forward the framework and strategy to officially launch the program and gather feedback from the committee, with opportunities for partnership to be further explored.

OPTION

N/A

RECOMMENDATION:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Name: Will Atkinson

Title: Parks Planning & Project Manager

Email: watkinson@cityofkyle.com

Phone: (512) 985-8877

Traffic Box Vinyl Wrap Art Program

September 17, 2025

Arts and Cultural Board



Overview

- Purpose and Intention
- Why Vinyl?
- Inventory
- Scoring Criteria
- Proposed Themes
- Proposed Launch and Phasing
- Questions and Feedback

Purpose and Intention

- Transforms everyday infrastructure into vibrant works of art
- Enhances gateways, intersections, and public spaces with creative design
- Serves as wayfinding markers and popular “selfie spots” for residents and visitors
- Showcases local artists while fostering community pride and cultural identity
- Elevates the visual appeal of Kyle and creates memorable experiences in daily commutes



Vinyl Wrap vs Paint?

Compared to a painting application, vinyl wrap has the following benefits:

- **Durability and Maintenance:**
 - **Weather Resistance:** Vinyl withstands sun, rain, and temperature changes better than paint, preventing fading and peeling
 - **Graffiti Protection:** Most wraps include protective coatings that make graffiti easier to clean off without damaging the art
 - **Longevity:** Vinyl typically lasts 5–7 years outdoors, whereas painted surfaces often need touch-ups within 1–2 years
 - **Easier Replacement:** If a section is damaged, only that panel of vinyl needs replacement, not the whole box.
- **Design Flexibility**
 - **High-Quality Reproduction:** Artists can create detailed digital designs that are printed with precision, allowing for complex patterns, gradients, and photography that paint cannot easily achieve
 - **Consistency:** Ensures the final product looks exactly as intended, without variation in brush strokes or weather impacts during application
- **Costs**
 - **Lower Maintenance Costs:** Reduced need for repainting or sealing saves money long-term.
 - **Average cost including installation:** \$1,500

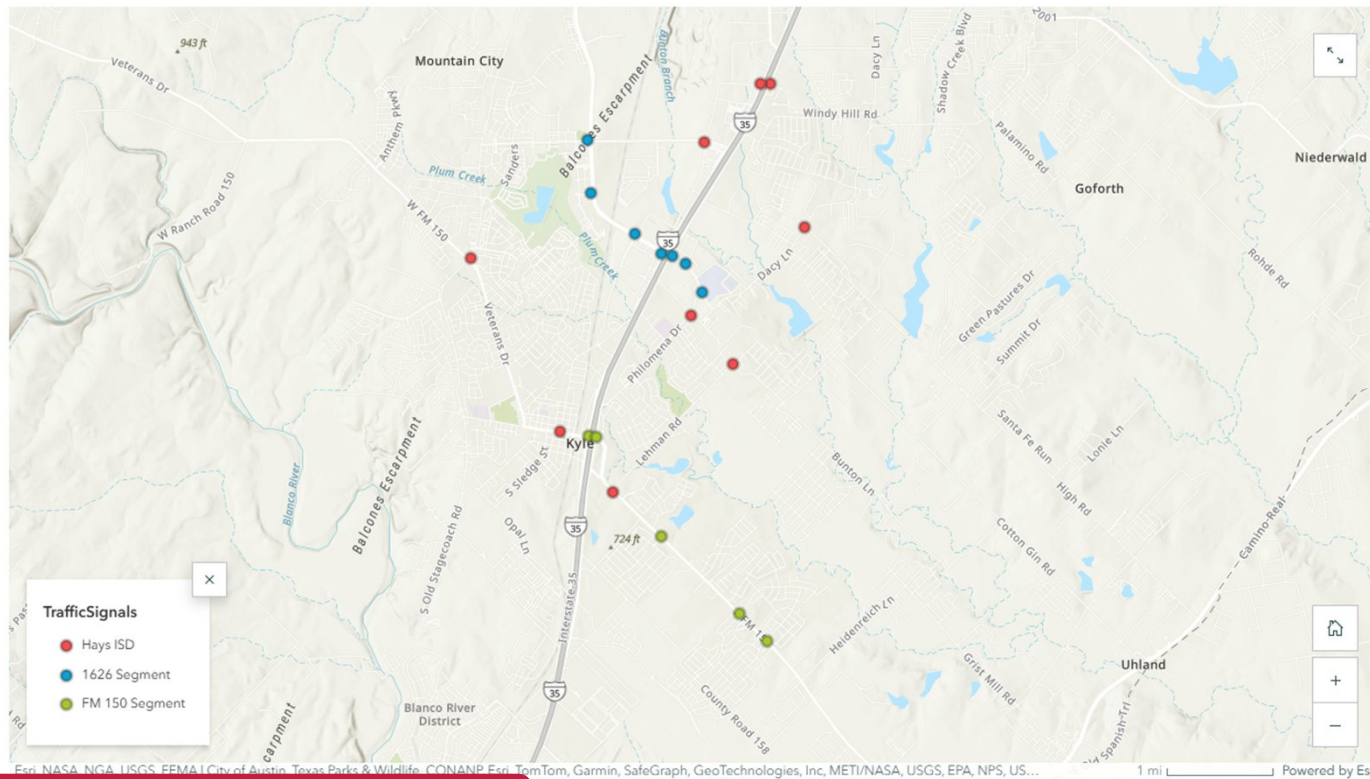


Inventory

- Total of 25 Traffic Signal Boxes
 - 21 Owned and managed by the City of Kyle
 - 4 owned and managed by TxDOT (Jack C Hays Segment)
- 4 Proposed Segment Grouping
 - FM 150
 - FM 1626
 - Jack C Hays
 - Hays ISD (Reserved)

Name	Location	Grouping	Operator
Traffic Signal	IH35 NB at Center St	FM 150 Segment	Kyle
Traffic Signal	IH 35 NB at FM 1626	1626 Segment	Kyle
Traffic Signal	IH 35 SB at Windy Hill/Kyle Xing	Hays ISD	Kyle
Traffic Signal	Dacy Ln at Bebee Rd.	Hays ISD	Kyle
Traffic Signal	FM 1626 at Dorman	1626 Segment	Kyle
Traffic Signal	FM 1626 at FM 2770	Jack C Hays Segment?	TxDOT
Traffic Signal	FM 1626 at Kohlers Crossing	1626 Segment	Kyle
Traffic Signal	FM 1626 at Marketplace Ave	1626 Segment	Kyle
Traffic Signal	W Center St at Burleson St	Hays ISD	Kyle
Traffic Signal	FM 2770 at W RR 150/Veterans	Hays ISD	Kyle
Traffic Signal	E RR 150 at Lehman Rd	Hays ISD	Kyle
Traffic Signal	E RR 150 at Lox	FM 150 Segment	Kyle
Traffic Signal	E RR 150 New Bridge Dr	FM 150 Segment	Kyle
Traffic Signal	E RR 150 Waterleaf Blvd	FM 150 Segment	Kyle
Traffic Signal	E RR 150 at State Hwy 21	FM 150 Segment?	TxDOT
Traffic Signal	FM 2770 at Kohlers Crossing	Jack C Hays Segment?	TxDOT
Traffic Signal	FM 2770 at Fairway	Jack C Hays Segment?	TxDOT
Traffic Signal	IH 35 SB at FM 1626	1626 Segment	Kyle
Traffic Signal	IH 35 SB at Center St	FM 150 Segment	Kyle
Traffic Signal	IH 35 NB at Windy Hill/Kyle Xing	Hays ISD	Kyle
Traffic Signal	Philomena Dr. at Bunton Creek Rd	Hays ISD	Kyle
Traffic Signal	Philomena Dr. at Kyle Pkwy	1626 Segment	Kyle
Traffic Signal	Kyle Pkwy at Private Dr (Walmart)	1626 Segment	Kyle
Traffic Signal	Lehman Rd at Bunton Creek Rd	Hays ISD	Kyle
Traffic Signal	Kohlers Xing at Kyle Xing	Hays ISD	Kyle

Inventory Map



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Does not include Jack C Hays Segment, due to TxDOT Ownership

Scoring Criteria

What information do you want to review?

- Artist Information (Name, contact information, city of residence)
- Description of work
- Inspiration of work and how it meets the theme
- Other

Proposed Scoring Criteria – (Example)

- Relevance to Theme – 30%
 - How well the design reflects the program's goals, community identity, or designated themes
- Creativity and Originality – 25%
 - Freshness of concept, innovative approach, and avoidance of overused imagery
- Visual Impact – 20%
 - Boldness, clarity, and ability to capture attention in the streetscape
- Community Connection – 15%
 - Highlights local identity, history, shared stories, and resonates with diverse audiences
- Kyle Resident – 10%
 - Preference given to artists who live within the community



Proposed Themes

- Review Proposed Themes
 - Community Connection: Highlighting the people, neighborhoods, and shared stories that make Kyle unique.
 - Wild About Kyle: Showcasing local wildlife, native plants, and the beauty of our natural environment.
 - Culture Celebration: Illustrating traditions, diversity, and the creative spirit of the community.
 - Kyle in Color: Bringing local pride to life through bold, vibrant, and dynamic visuals.
 - Playful Kyle: Whimsical, interactive feeling graphics that echo recreation and fun.
 - Vision Forward: Inspiring progress, inclusivity, and innovation through bold designs.
 - Voices of the Youth: Showcasing the city, neighborhoods, and community through student eye.
- Propose additional/different themes
- Prioritize themes based on phasing

Launch Information

Tentative schedule for discussion purposes only:

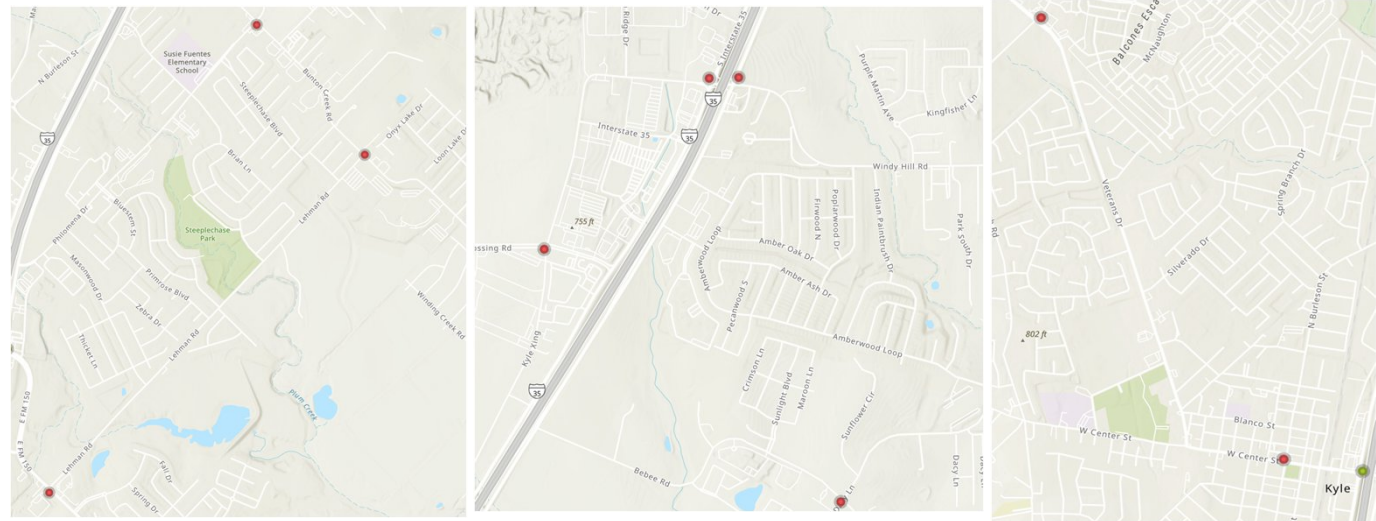
- October 20 to November 21: advertisement and acceptance of applications
- December Arts & Cultural Board Meeting: Create sub-committee to begin evaluations of proposals
- January Arts & Cultural Board Meeting: Present sub-committee recommendations to the remaining board members
- February City Council: Present final recommendations (If necessary)
- February-April 2026: Work with installer for production and installation. Expected to take 4-8 weeks
- April 2026: Ceremony with Artists

Proposed Phasing

Traffic Signal	IH35 NB at Center St	FM 150 Segment	FY 25-26	Kyle
Traffic Signal	IH 35 SB at Windy Hill/Kyle Xing	Hays ISD	FY 25-26	Kyle
Traffic Signal	Dacy Ln at Bebee Rd.	Hays ISD	FY 25-26	Kyle
Traffic Signal	W Center St at Burleson St	Hays ISD	FY 25-26	Kyle
Traffic Signal	FM 2770 at W RR 150/Veterans	Hays ISD	FY 25-26	Kyle
Traffic Signal	E RR 150 at Lehman Rd	Hays ISD	FY 25-26	Kyle
Traffic Signal	IH 35 NB at Windy Hill/Kyle Xing	Hays ISD	FY 25-26	Kyle
Traffic Signal	Philomena Dr. at Bunton Creek Rd	Hays ISD	FY 25-26	Kyle
Traffic Signal	Lehman Rd at Bunton Creek Rd	Hays ISD	FY 25-26	Kyle
Traffic Signal	Kohlers Xing at Kyle Xing	Hays ISD	FY 25-26	Kyle
Traffic Signal	E RR 150 at Lox	FM 150 Segment	FY 26-27	Kyle
Traffic Signal	E RR 150 New Bridge Dr	FM 150 Segment	FY 26-27	Kyle
Traffic Signal	E RR 150 Waterleaf Blvd	FM 150 Segment	FY 26-27	Kyle
Traffic Signal	IH 35 SB at Center St	FM 150 Segment	FY 26-27	Kyle
Traffic Signal	IH 35 NB at FM 1626	1626 Segment	FY 27-28	Kyle
Traffic Signal	FM 1626 at Dorman	1626 Segment	FY 27-28	Kyle
Traffic Signal	FM 1626 at Kohlers Crossing	1626 Segment	FY 27-28	Kyle
Traffic Signal	FM 1626 at Marketplace Ave	1626 Segment	FY 27-28	Kyle
Traffic Signal	IH 35 SB at FM 1626	1626 Segment	FY 27-28	Kyle
Traffic Signal	Philomena Dr. at Kyle Pkwy	1626 Segment	FY 27-28	Kyle
Traffic Signal	Kyle Pkwy at Private Dr (Walmart)	1626 Segment	FY 27-28	Kyle

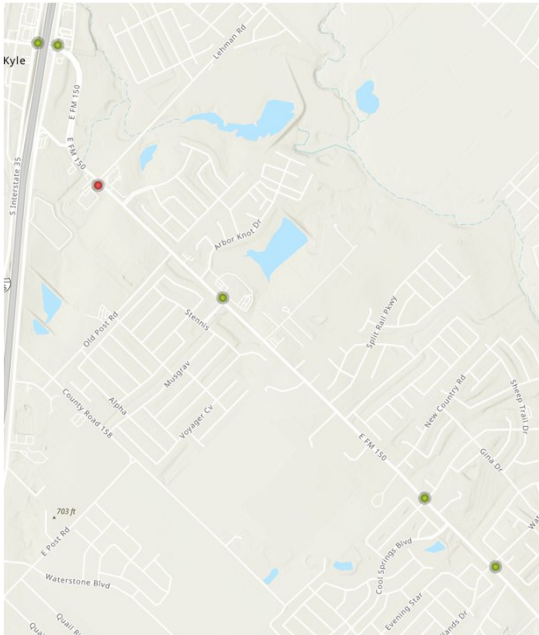
FY 25-26 - Proposed

IH35 NB at Center St	FM 150 Segment	FY 25-26	Kyle
IH 35 SB at Windy Hill/Kyle Xing	Hays ISD	FY 25-26	Kyle
Dacy Ln at Bebee Rd.	Hays ISD	FY 25-26	Kyle
W Center St at Burleson St	Hays ISD	FY 25-26	Kyle
FM 2770 at W RR 150/Veterans	Hays ISD	FY 25-26	Kyle
E RR 150 at Lehman Rd	Hays ISD	FY 25-26	Kyle
IH 35 NB at Windy Hill/Kyle Xing	Hays ISD	FY 25-26	Kyle
Philomena Dr. at Bunton Creek Rd	Hays ISD	FY 25-26	Kyle
Lehman Rd at Bunton Creek Rd	Hays ISD	FY 25-26	Kyle
Kohlers Xing at Kyle Xing	Hays ISD	FY 25-26	Kyle



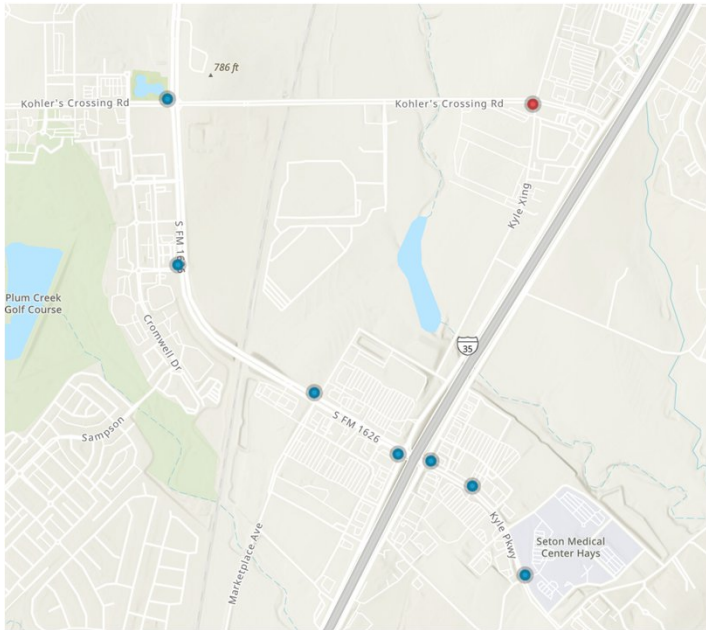
- Limited to areas in close proximity to high schools
- Flexible and able to adjust locations if needed
- Awaiting response from ISD; communication has been challenging

FY 26-27 - Proposed



E RR 150 at Lox	FM 150 Segment	FY 26-27	Kyle
E RR 150 New Bridge Dr	FM 150 Segment	FY 26-27	Kyle
E RR 150 Waterleaf Blvd	FM 150 Segment	FY 26-27	Kyle
IH 35 SB at Center St	FM 150 Segment	FY 26-27	Kyle

FY 27-28 - Proposed



IH 35 NB at FM 1626	1626 Segment	FY 27-28	Kyle
FM 1626 at Dorman	1626 Segment	FY 27-28	Kyle
FM 1626 at Kohlers Crossing	1626 Segment	FY 27-28	Kyle
FM 1626 at Marketplace Ave	1626 Segment	FY 27-28	Kyle
IH 35 SB at FM 1626	1626 Segment	FY 27-28	Kyle
Philomena Dr. at Kyle Pkwy	1626 Segment	FY 27-28	Kyle
Kyle Pkwy at Private Dr (Walmart)	1626 Segment	FY 27-28	Kyle

Budget

Staff to use Public Art Funding for program

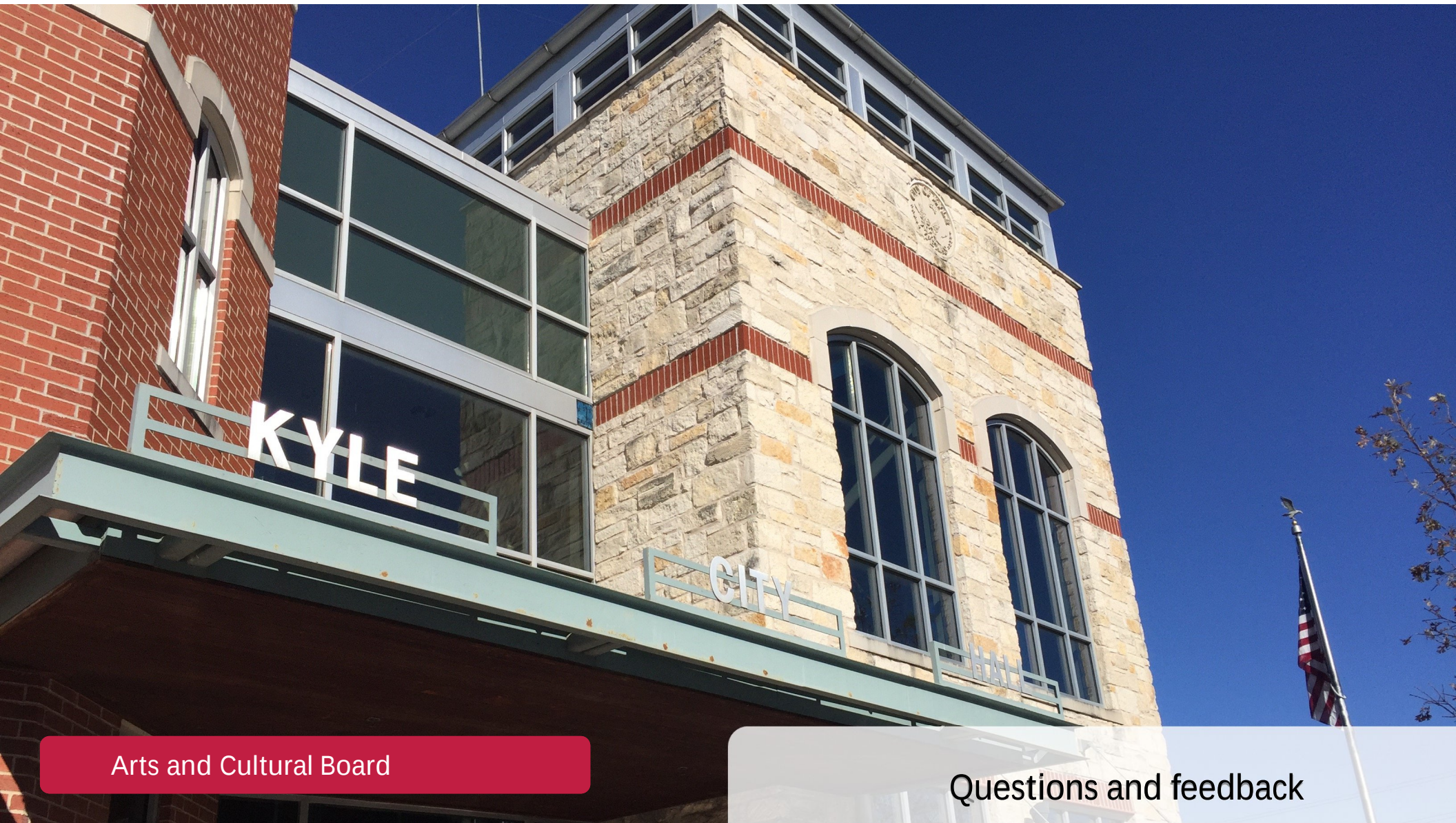
- Average Cost is \$1,500/traffic box.

Segment	Quantity	Estimated Cost
Hays ISD	9	\$ 13,500.00
FM 150 Segment	5	\$ 7,500.00
1626 Segment	7	\$ 10,500.00
Totals	21	\$ 31,500.00



Questions & Feedback

- Based on today's feedback, staff will finalize the signage plan and prepare it for City Council consideration later this year. This work will align with the timing of the Public Art Master Plan to help identify short-term implementation opportunities.
- Questions?



Arts and Cultural Board

Questions and feedback



Arts and Cultural Board Regular Meeting

DEPARTMENT: Parks and Recreation

FROM: Will Atkinson, Parks Planning & Project Manager

MEETING: September 17, 2025

SUBJECT:

Receive a report, hold a discussion, and provide staff feedback regarding general updates on department announcements, public art and cultural related items, procedures, maintenance, and projects, such as the traffic box art program, sky blooms art sculpture, roundabout art, tiny art gallery, vacancies and reappointments, and the public art master plan.

SUMMARY:

Staff will provide general updates and reports on the following as detailed below.

- Traffic Box Art Program
- Sky Blooms – Jessica Bell
- Roundabout Art
- Tiny Art Gallery Boxes
- Vacancies and Re-appointments
- Public Art Master Plan

OPTIONS

N/A

RECOMMENDATION:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Name: Will Atkinson

Title: Parks Planning & Project Manager

Email: watkinson@cityofkyle.com

Phone: (512) 985-8877

Arts and Cultural Board Monthly Report

September 17, 2025

Arts and Cultural Board



Overview

- Traffic Box Art Program
- Sky Blooms – Jessica Bell
- Roundabout Art
- Tiny Art Gallery Boxes
- Vacancies and Re-appointments
- Public Art Master Plan

Traffic Box Art Program

Status: **Resumed**

- Staff has reached out to Hays ISD High Schools to start conversations
 - Difficulty establishing communication with the school district
 - Limited contact so far, only one teacher reached
- On today's agenda discussion for framework and phasing

Sky Blooms – Jessica Bell

Status: **In-Progress**

- Finalized contract
- Met with artist on-site on June 18
- Art in design
- Will provide progress photos as provided from the artist
- Estimated Install: January/February 2026



Roundabout Art

Status: **In-Progress**

- Location: Windy Hill Rd. & Indian Paintbrush Dr.
- Working with Planning and Engineering to finalize budget for the Art.
- Finalizing the project scope of work and will begin advertising for sculpture this Fall.
 - Max Weight: 3,500 lbs.
 - Foundation Size 15' Diameter

Theme Selected by City Council:

- Honor Local History: Include subtle reference to the areas past such as early settlers, landmarks, or cultural milestones, especially those tied to the nearby intersection or subdivision.
- Next Steps: Finalizing key details to provide the board with an update. Bringing back scope of work draft to the October meeting

Art Roundabout Locations

- Roundabout #3
 - Veterans/ US History theme to tie with red, white and blue proposed signage and Hero Memorial Park
- Roundabout #4
 - Per comment in Council Meeting on May 6, 2025, art to have a theme of Celebrate Local History to mark the farming / ranching nature/character of this area of Kyle
- Roundabout #9
 - Embrace Community Growth theme
- Roundabout #12
 - Flora / Fauna theme
- Roundabout #18
 - Flora / Fauna theme



Tiny Art Gallery Boxes

Status: **In-Progress**

- Waiting for delivery of boxes
- Last meeting received direction to identify ways to partner with library, identify indoor locations for the program
- Parks staff to coordinate with Library team to organize art contest. Artwork/boxes to be displayed in 3 different city venues.
- Discussion of theme ideas?

Vacancies and Reappointments

Vacancies

- Seats 2 & 4 open (Artist Community Representatives).
- Received one new application, staff to coordinate with the City Secretary's Office.

• Reappointments

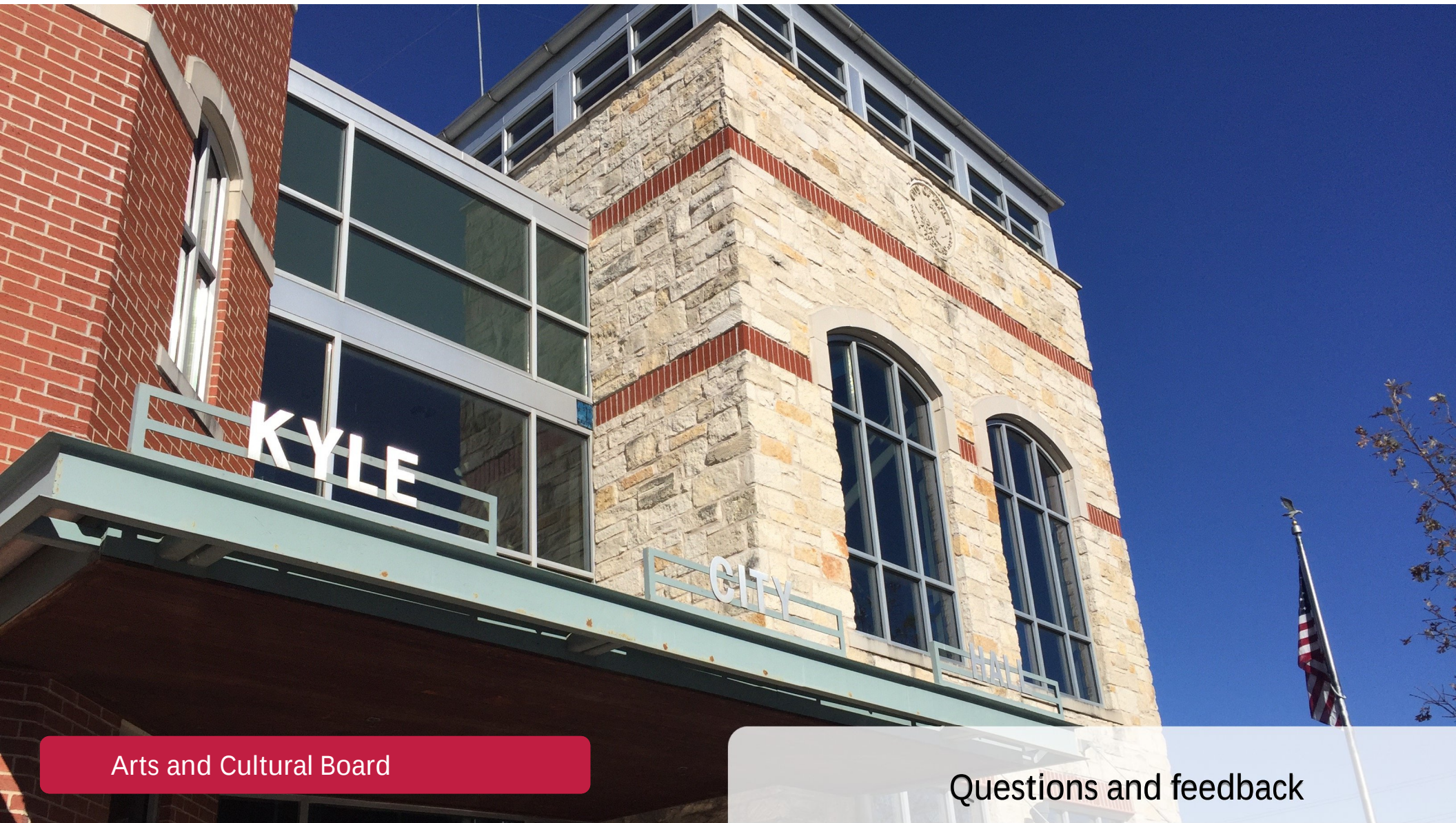
- Anabel Gomez to Seat 1, Melissa Spence to Seat 3, Rose Burke to Seat 5, and Fabiana Melendez Ruiz to Seat 7
- City Council September 2, 2025 Meeting for resolution approval (Approved)

Public Art Master Plan

Status: **In-Progress**

History:

- Consultant has begun to draft the masterplan
- Consultant to provide current updates.



Arts and Cultural Board

Questions and feedback