

Notice of Meeting of the Arts and Culture Advisory Board of the City of Georgetown, Texas July 21, 2026

The Georgetown Arts and Culture Advisory Board will meet on July 21, 2026 at 4:30 PM at City Hall, 808 Martin Luther King Jr Street, Georgetown, TX 78626.

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

Public Wishing to Address the Board

On a subject that is posted on this agenda: Please fill out a speaker registration form which can be found on the table at the entrance to the meeting room. Clearly print your name and the letter of the item on which you wish to speak and present it to the Board Liaison prior to the start of the meeting. You will be called forward to speak when the Board considers that item. Only persons who have delivered the speaker form prior to the meeting being called to order may speak. Speakers will be allowed up to three minutes to speak. If you wish to speak for six minutes, it is permissible to use another requestor's granted time to speak. No more than six minutes, for a speaker may be granted. The requestor granting time to another speaker must also submit a form and be present at the meeting. On a subject not posted on the agenda: A request must be received by the Advisory Board or Commission Liaison prior to the day the agenda for this meeting is posted. Each speaker will be given three minutes to address the Board or Commission members. No action can be taken.

Regular Session

- 1.A **Call to order**
Call to order - Lynn Kessel, Board Chair
- 1.B **Arts & Culture Announcements**
Announcements - Lynn Kessel, Board Chair
- 1.C **Approval of minutes**
Consideration and approval of the June 16, 2026 minutes - Lynn Kessel, Board Chair
- 1.D **Goals and Objectives for Arts and Culture Strategic Plan**
Consideration and possible action to approve proposed Goals and Objectives for Arts and Culture Strategic Plan – Amanda Still, Arts and Culture Program Manager
- 1.E **Strategies for Arts and Culture Strategic Plan**
Consideration and possible action to approve proposed Strategies for Arts and Culture Strategic Plan – Amanda Still, Arts and Culture Program Manager
- 1.F **Arts and Culture Grants for 2026 Round II**

Consideration and possible action to award the Arts and Culture Grants for 2026 Round II – Amanda Still, Arts and Culture Program Manager

1.G **Manager Report**

Presentation of Arts & Culture Report - Amanda Still, Arts & Culture Program Manager

Adjournment

Certificate of Posting

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the _____ day of _____, 2026, at _____, and remained so posted for at least three business days preceding the scheduled time of said meeting.

Robyn Densmore, City Secretary

City of Georgetown, Texas
Arts and Culture Advisory Board
July 21, 2026

SUBJECT:

Call to order

SUGGESTED ACTION:

Call to order - Lynn Kessel, Board Chair

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

N/A

City of Georgetown, Texas
Arts and Culture Advisory Board
July 21, 2026

SUBJECT:

Arts & Culture Announcements

SUGGESTED ACTION:

Announcements - Lynn Kessel, Board Chair

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

N/A

City of Georgetown, Texas
Arts and Culture Advisory Board
July 21, 2026

SUBJECT:

Approval of minutes

SUGGESTED ACTION:

Consideration and approval of the June 16, 2026 minutes - Lynn Kessel, Board Chair

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

[6.16.2026 Arts & Culture Minutes - draft.pdf](#)

**Minutes of the
Arts and Culture Advisory Board
City of Georgetown, Texas
Tuesday, June 16, 2026**

The Georgetown Arts and Culture Advisory Board met on Tuesday, June 16, 2026 at 4:30 PM at City Hall, 808 Martin Luther King Jr Street, Georgetown, TX 78626.

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King, Jr Street for additional information; TTY users route through Relay Texas at 711.

The following Members were in attendance:

Present were: Lynn A Kessel, Stacy M Reed, Jeff A Manley, Morgan T Myers, Robert W Thomas

Jeff arrived at 4:31pm

1. Regular Session

1.A Call to order

Call to order - Lynn Kessel, Board Chair
@ 4:30pm

1.B Arts & Culture Announcements

Announcements - Lynn Kessel, Board Chair

- Art Guild will be having a Patriotic themed display for the month of July. First Friday reception will be held on July 3, from 5-7pm. September's exhibition will be Art of Us 2026, a partnership with the Georgetown Cultural Citizen Memorial Association. 50 year celebration will be held on September 26th from 6-9pm at the Community Center, you can get your tickets at wcagtx.org.
- Jesus Christ Superstar is showing at the Palace and Every Brilliant Thing is at the Doug Smith Performance Center.
- Wag Heaven is working on the "Woof Woof Run" to raise funds for pet cancer.
- GISD is on summer break.
- Preservation Georgetown's Home Tour tickets will go on sale on August 1st.

1.C Approval of minutes

Consideration and approval of the April 21, 2026 minutes - Lynn Kessel, Board Chair

Moved by Morgan T Myers; seconded by Jeff A Manley to Approve .

Motion Approved: 5- 0

Voting For: Lynn A Kessel, Stacy M Reed, Jeff A Manley, Morgan T Myers, Robert W Thomas

Voting Against: None

1.D [Approval of minutes](#)

Consideration and approval of the May 19, 2026 minutes - Lynn Kessel, Board Chair

Moved by Morgan T Myers; seconded by Robert W Thomas to Approve .

Motion Approved: 5- 0

Voting For: Lynn A Kessel, Stacy M Reed, Jeff A Manley, Morgan T Myers, Robert W Thomas

Voting Against: None

1.E [Introduction of Urbano Architects representatives](#)

Introduction of Urbano Architects representatives – Amanda Still, Arts and Culture Program Manager

Andres Utting and Laura Carrera from Urbano Architects introduced themselves to the board.

1.F [Presentation of final survey results](#)

Presentation of final survey results – Amanda Still, Arts and Culture Program Manager and Debra Soule, Consultant

Debra presented the survey results to the board and answered their questions.

1.G [Proposed Goals and Objectives for Arts and Culture Strategic Plan](#)

Consideration and possible action to approve proposed Goals and Objectives for Arts and Culture Strategic Plan – Amanda Still, Arts and Culture Program Manager

Amanda presented the proposed goals and objectives for the Arts & Culture Strategic Plan to the board. This item will be brought to next month's meeting for further review.

No action was take at this time.

1.H [Utility Box Art Project](#)

Consideration and possible action to approve three designs for the Utility Box Art Project – Amanda Still, Arts and Culture Program Manager

Moved by Lynn A Kessel; seconded by Morgan T Myers to Approve the designs as presented by staff.

Motion Approved: 5- 0

Voting For: Lynn A Kessel, Stacy M Reed, Jeff A Manley, Morgan T Myers, Robert W Thomas

Voting Against: None

1.I **Manager Report**

Presentation of Arts & Culture Report - Amanda Still, Arts & Culture Program Manager & Corinne Freitas, Arts and Culture Coordinator

Amanda and Corinne presented the report to the board and answered their questions.

Adjournment

Moved by Stacy M Reed; seconded by Robert W Thomas to Adjourn .

Motion Adjourn: 5 - 0

Voting For: Lynn A Kessel, Stacy M Reed, Jeff A Manley, Morgan T Myers, Robert W Thomas

Voting Against: None

These minutes were approved at the meeting of _____

Chair

Attest

City of Georgetown, Texas
Arts and Culture Advisory Board
July 21, 2026

SUBJECT:

Goals and Objectives for Arts and Culture Strategic Plan

SUGGESTED ACTION:

Consideration and possible action to approve proposed Goals and Objectives for Arts and Culture Strategic Plan – Amanda Still, Arts and Culture Program Manager

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

[Attachment A_ Final Goals and Objectives.pdf](#)

2026 A & C STRATEGIC PLAN GOALS AND OBJECTIVES

GOAL I - ENHANCE THE PRESENCE OF THE GEORGETOWN ART CENTER AS THE HUB FOR THE CULTURAL DISTRICT AND A CATALYTIC LAUNCH PAD FOR CREATIVE BUSINESSES, ENTREPRENEURS, AND ARTISTS.

Objective a. Assess the feasibility of expanded arts programming in the GAC facility

Objective b. Assess additional City-owned cultural facilities to provide **space and** opportunities for education, engagement, exhibition, and heritage related programming

Objective c. Update Arts and Culture staff and board volunteer roles as new program or facility opportunities emerge

Objective d. Expand marketing and promotion initiatives for arts and culture

GOAL II - CONTINUE TO DEVELOP AND EXPAND THE GEORGETOWN PUBLIC ART PROGRAM

Objective a. Expand City-owned public art through existing funding programs

Objective b. Expand public art on commercial property

GOAL III – CONTINUE THE DEVELOPMENT OF A THRIVING ARTS, CULTURE, AND ENTERTAINMENT DISTRICT IN THE DOWNTOWN

Objective a. Continue and expand Cultural District events and programs

Objective b. Continue to partner on arts infrastructure initiatives as the Downtown Master Plan is implemented

Objective c. Maintain Texas Commission on the Arts Cultural District designation

GOAL IV. IDENTIFY ADDITIONAL SPACES BEYOND THE ART CENTER TO EXPAND ARTS AND CULTURE PROGRAMS

Objective a. Enhance and grow the supply of **affordable** physical spaces to create and showcase art

Objective b. Explore additional external **partnerships and** opportunities for arts incubator activities and multi-disciplinary programming

GOAL V - CONTINUE TO PURSUE FUNDING TO ELEVATE GEORGETOWN ARTS AND CULTURE

Objective a. Provide HOT grants to local arts and culture organizations and arts and culture non-profit organizations promoting cultural tourism

Objective b. Explore opportunities for a Friends of the Arts organization to fundraise and diversify revenue sources for Georgetown Arts and Culture

Objective c. Continue to explore other funding opportunities

City of Georgetown, Texas
Arts and Culture Advisory Board
July 21, 2026

SUBJECT:

Strategies for Arts and Culture Strategic Plan

SUGGESTED ACTION:

Consideration and possible action to approve proposed Strategies for Arts and Culture Strategic Plan – Amanda Still, Arts and Culture Program Manager

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

[Attachment B_Proposed Strategies.pdf](#)

**ARTS AND CULTURE STRATEGIC PLAN UPDATE
FINAL DRAFT GOALS AND OBJECTIVES – JULY 14, 2026**

GOAL I - ENHANCE THE PRESENCE OF THE GEORGETOWN ART CENTER AS THE HUB FOR THE CULTURAL DISTRICT AND A CATALYTIC LAUNCH PAD FOR CREATIVE BUSINESSES, ENTREPRENEURS, AND ARTISTS.

Objective A. Assess the feasibility of expanded arts programming in the GAC facility

Strategy 1. Complete City cultural facility assessment and develop strategies for implementing its recommendations for expanded arts programming in the GAC facility

Strategy 2. Identify and pursue viable options for artists' studio space, incubator and collaborative workspace including a potential makerspace

Strategy 3. Introduce networking processes for businesses, organizations, entrepreneurs and artists to collaborate and participate in new programs and events in partnership with the GAC facility

Objective B. Assess additional City-owned cultural facilities to provide space and opportunities for education, engagement, exhibition, and heritage related programming

Strategy 1. Complete City cultural facility assessment and develop strategies for implementing its recommendations in City-owned cultural facilities

Strategy 2. Introduce networking processes for businesses, organizations, entrepreneurs and artists to collaborate and participate in new programs and events in partnership with the GAC facility

Strategy 3. Identify and pursue viable options for a performing arts space

Objective C. Update Arts and Culture staff and board volunteer roles as new program or facility opportunities emerge

Strategy 1. Make recommendations for updated or new Arts and Culture staff roles, Board and volunteer roles to facilitate new programs or facilities

Strategy 2. Explore expansion of A & C Board Sub-committees including an Events Sub-committee and a Heritage Sub-committee

Objective D. Expand marketing and promotion initiatives for arts and culture

Strategy 1. Collaborate with the Department of Downtown and Tourism to expand marketing and promotion

GOAL II - CONTINUE TO DEVELOP AND EXPAND THE GEORGETOWN PUBLIC ART PROGRAM

Objective A. Expand City-owned public art through existing funding programs

Strategy 1. Collaborate with the A & C Board to identify new locations, projects and events for public art

Strategy 2. Continue to elevate the quality of existing public art programs

Strategy 3. Introduce a maintenance program for the City's existing public art exploring periodic consultant or student intern roles

Objective B. Expand public art on commercial property

Strategy 1. Explore a matching grant for public art by commercial property owners

Strategy 2. Partner with the Mainstreet program for commercial public art opportunities

GOAL III – CONTINUE THE DEVELOPMENT OF A THRIVING ARTS, CULTURE, AND ENTERTAINMENT DISTRICT IN THE DOWNTOWN

Objective A. Continue and expand Cultural District events and programs

Strategy 1. Elevate and expand the semi-annual art strolls

Strategy 2. Introduce networking opportunities with businesses and organizations for Cultural District events and programs

Objective B. Continue to partner on arts infrastructure initiatives as the Downtown Master Plan is implemented

Strategy 1. Collaborate with the Department of Downtown and Tourism to integrate Arts and Culture Strategic Plan objectives in the implementation of the Downtown Master Plan and recommendation in the Economic Impact Study

Objective C. Maintain Texas Commission on the Arts Cultural District designation

Strategy 1. Continue submitting annual reports to the TCA

Strategy 2. Continue membership and partnerships with Texas for the Arts

Strategy 3. Participate in TCA activities and programs

GOAL IV. IDENTIFY ADDITIONAL SPACES BEYOND THE ART CENTER TO EXPAND ARTS AND CULTURE PROGRAMS

Objective A. Enhance and grow the supply of affordable physical spaces to create and showcase art

- Strategy IV A 1. Collaborate with arts, culture and heritage organizations and businesses to identify and establish partnerships on affordable spaces to expand arts and culture programs
- Strategy 2. Collaborate with our heritage partners as their facilities continue to expand

Objective B. Explore additional external partnerships and opportunities for arts incubator activities and multi-disciplinary programming

- Strategy 1. Collaborate with arts, culture and heritage organizations and businesses to identify and establish partnerships on spaces and expanded arts and culture programming
- Strategy 2. Explore the feasibility of offering HOT grant funding to organizations as seed funding or matching funds for collaborative arts and culture initiatives that attract visitors and expand the tourism economy

GOAL V - CONTINUE TO PURSUE FUNDING TO ELEVATE GEORGETOWN ARTS AND CULTURE

Objective A. Provide HOT grants to local arts and culture organizations and arts and culture non-profit organizations promoting cultural tourism

- Strategy 1. Explore expansion of current grant program to offer other types of funding for projects that promote cultural tourism
- Strategy 2. Explore and implement programs to maximize affordability

Objective B. Explore opportunities for a Friends of the Arts organization to fundraise and diversify revenue sources for Georgetown Arts and Culture

- Strategy 1. Establish an exploratory committee for a Friends of the Arts organization

Objective C. Continue to explore other funding opportunities

- Strategy 1. Pursue opportunities for grants from the Texas Commission on the Arts
- Strategy 2. Monitor and pursue grant funding options from other funding bodies and Foundations
- Strategy 3. Explore opportunities for earned income in new or existing programs

City of Georgetown, Texas
Arts and Culture Advisory Board
July 21, 2026

SUBJECT:

Arts and Culture Grants for 2026 Round II

SUGGESTED ACTION:

Consideration and possible action to award the Arts and Culture Grants for 2026 Round II –
Amanda Still, Arts and Culture Program Manager

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

N/A

City of Georgetown, Texas
Arts and Culture Advisory Board
July 21, 2026

SUBJECT:

Manager Report

SUGGESTED ACTION:

Presentation of Arts & Culture Report - Amanda Still, Arts & Culture Program Manager

ITEM SUMMARY:

Presentation of Arts & Culture Coordinator Report.

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

[Attachment_July AC Program Report.pdf](#)

Georgetown Arts and Culture Program Report

July 21, 2026

Public Art Program

- Utility Box Art
- Rain Barrel Project
- Sculpture Tour Call Open
 - Updated stipend amounts
 - Installation 10/5-10/8
 - Judging 10/9-10/11
 - Award winners announced at Autumn Art Stroll



Cultural District Programming

- Georgetown Art Center
- Finalized 2027 Exhibits
- Small Works Call open
- Exhibit Masterclasses
 - Bernie Diaz (collage 7/18)
 - J Muzacz (mosaics 8/22)
 - Monica Mohnot (textiles 9/26)

Georgetown Art Center
MASTERCLASS
with Bernie Diaz



Creative Possibilities of Collage Masterclass
with featured GAC exhibit artist Bernie Diaz

This workshop introduces participants to the creative possibilities of collage through a progressive series of small-scale projects exploring a variety of techniques, approaches, and compositional strategies used in the artist's work. Participants will experiment with layering, fragmentation, juxtaposition, abstraction, recontextualization, and other collage-based methods to develop their own visual language through play, experimental processes that encourage shared experimentation and collective image-making.

Participants are also encouraged to bring personal materials if they wish to incorporate them into their work.

July 18, 12-4pm | \$120 members | \$150 non-members
Visit our website or use the QR code to register



Georgetown Art Center
MASTERCLASS
with Cat Prose



Screen Monotype Masterclass
with featured GAC exhibit artist Cat Prose

Explore a painterly approach to screenprinting in this unique Master Class with Cat Prose. In this course, master printmaker Cat Prose will discuss a brief history of screenprinting, introduce non-toxic materials, demonstrate a screen monotype process and explore each student's themes.

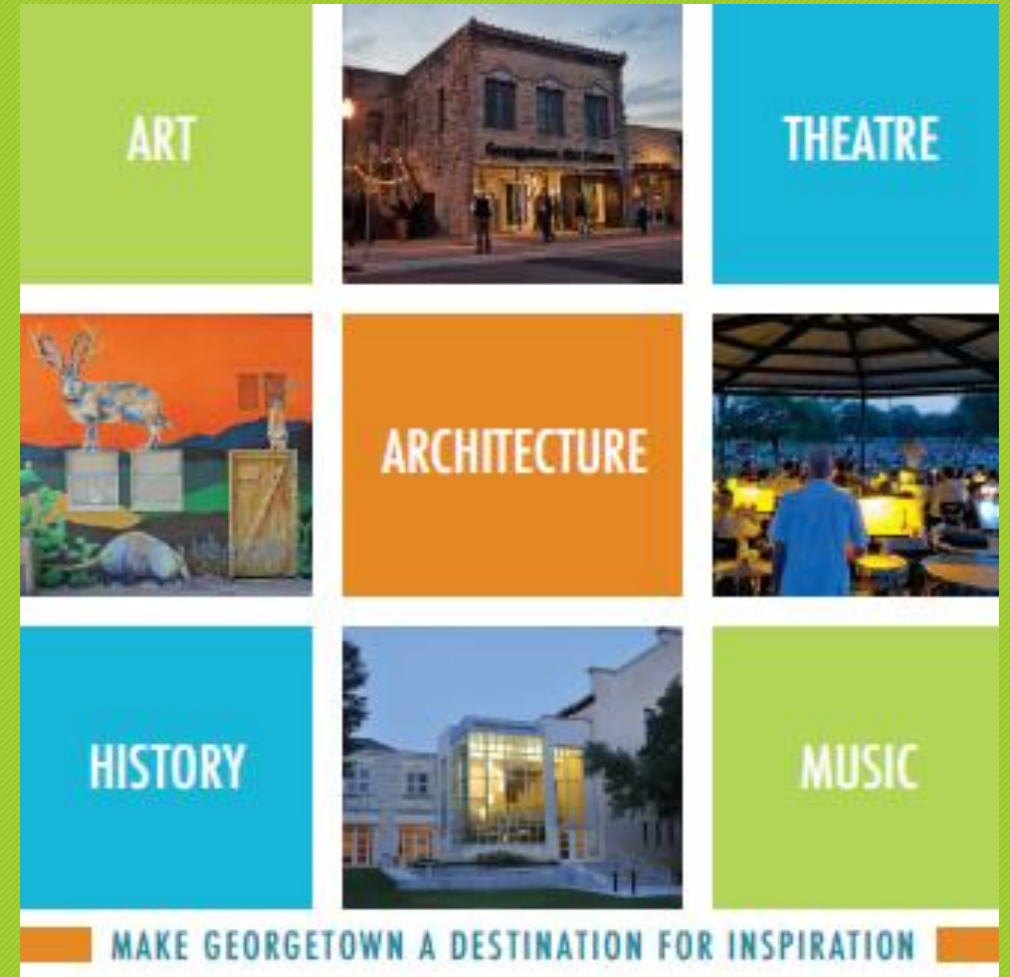
Artists should bring a variety of acrylic brushes, towels, and (5) 8x10 sketches of themes being explored.

June 27 1-5pm | \$120 members | \$150 non-members
Visit our website or use the QR code to register



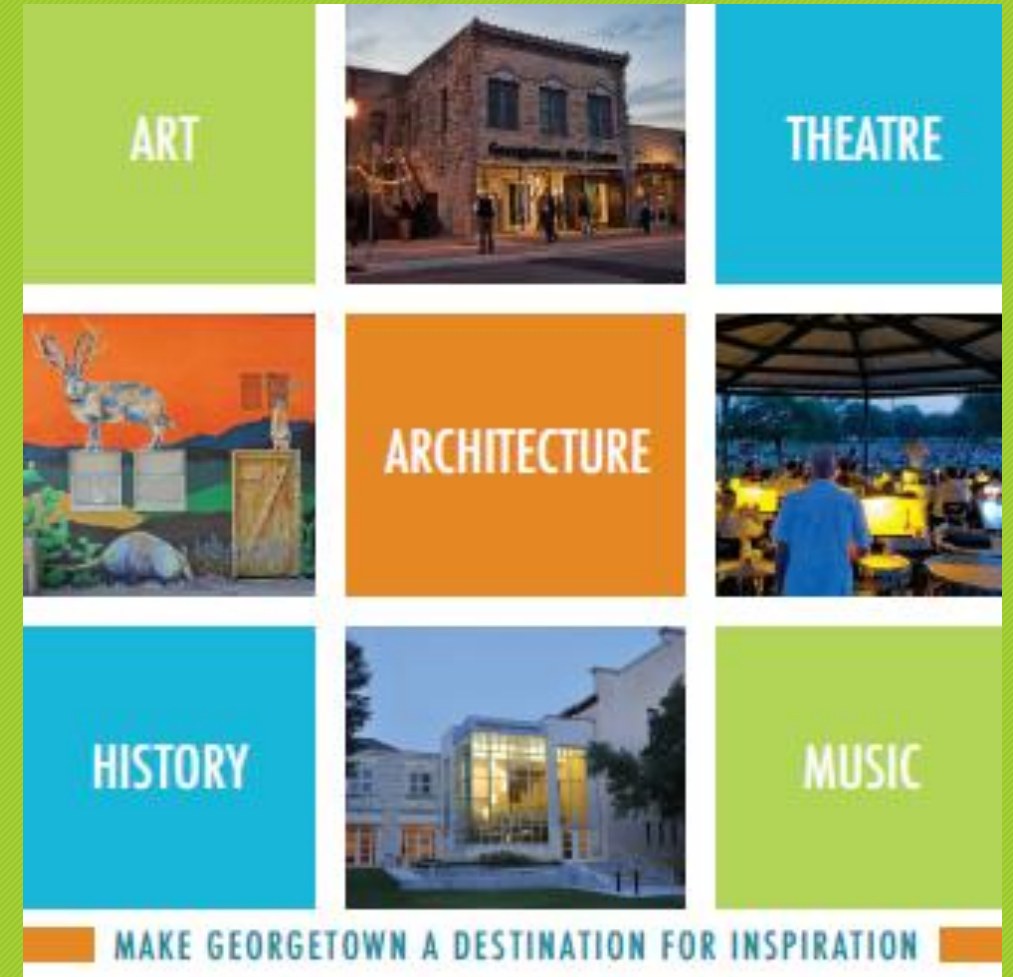
Cultural District Programming

- Strategic Plan Update
 - July: Finalize strategies/begin workplan
 - August: Finalize workplan
 - September: Approve final plan



Cultural District Programming

- Cultural Facilities Study
 - Facility research and assessments early to mid-summer
 - Recommendations/conceptuals/cost projections in late summer 2026
 - Stakeholder feedback



Future Meeting Timeline

August 18

- Select Sculpture Tour pieces
- Strategic planning cont'd

September 15

- Last meeting for Stacy; new member in Oct
- Strategic plan finalized
- Sign up for volunteering

Oct 20

- City Hall Gallery Reception