

Notice of Meeting of the Arts and Culture Advisory Board of the City of Georgetown, Texas August 18, 2026

The Georgetown Arts and Culture Advisory Board will meet on August 18, 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 July 21, 2026 minutes - Lynn Kessel, Board Chair
- 1.D **Final Strategies for Arts and Culture Strategic Plan**
Consideration and possible action to approve Final Strategies for Arts and Culture Strategic Plan – Amanda Still, Arts and Culture Program Manager
- 1.E **Workplan for Arts and Culture Strategic Plan**
Consideration and possible action to approve proposed Workplan for Arts and Culture Strategic Plan – Amanda Still, Arts and Culture Program Manager

- 1.F [Sculptures for the Georgetown Sculpture Tour](#)
Consideration and possible action to approve the sculptures for the Georgetown Sculpture Tour – Amanda Still, Arts and Culture Program Manager
- 1.G [Volunteers for Autumn Art Stroll](#)
Discussion of volunteer sign-ups for Autumn Art Stroll – Amanda Still, Arts and Culture Program Manager
- 1.H [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
August 18, 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
August 18, 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
August 18, 2026

SUBJECT:

Approval of minutes

SUGGESTED ACTION:

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

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

[7.21.2026 Arts & Culture Minutes - draft.pdf](#)

**Minutes of the
Arts and Culture Advisory Board
City of Georgetown, Texas
Tuesday, July 21, 2026**

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

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The following Members were in attendance:

Present were: Stacy M Reed, Denise M Brown, Diane N. Sandlin, Jeff A Manley, Morgan T Myers, Robert W Thomas

Diane ran the meeting in Lynn's absence.

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.

1. Regular Session

1.A **Call to order**

Call to order – Diane N. Sandlin, Board Vice Chair
at 4:30pm

1.B Arts & Culture Announcements

Announcements – Diane N. Sandlin, Board Vice Chair

- GISD heads back to school in August.
Preservation Georgetown is planning for the Home Tour on Saturday, December 12.
- Art Center is currently displaying the Papers Exhibit by Bernie Diaz. There are also Master Classes being held by him as well. The 27 season is filled and most of the artistes will be holding master classes as well.
- Friends of the Library have filled their Author Series for 27.
- The Palace will be showing "42nd Street" and "And Then There Were None" starting August 21st.
- Wag Heaven hosted a successful adoption event with Williamson County.
- Lunar Foundation is working on a speaker series with the first speaker being at Austin Community College.
- Williamson County Museum will be hosting a "Night at the Museum - A Night at the Movies" in August. The summer camps that the museum hosted this year were based on "Media Through the Ages."

1.C Approval of minutes

Consideration and approval of the June 16, 2026 minutes – Diane N. Sandlin, Board Vice Chair

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

Motion Approved: 6- 0

Voting For: Stacy M Reed, Denise M Brown, Diane N. Sandlin, Jeff A Manley, Morgan T Myers, Robert W Thomas

Voting Against: None

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

Moved by Morgan T Myers; seconded by Jeff A Manley to Approve the goals and objectives for the Arts and Culture Strategic Plan. **Motion** Approved: 6- 0

Voting For: Stacy M Reed, Denise M Brown, Diane N. Sandlin, Jeff A Manley, Morgan T Myers, Robert W Thomas

Voting Against: None

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

There was no action taken on this item and it will be brought back to the August board meeting for review.

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

Moved by Jeff A Manley; seconded by Stacy M Reed to Approve the Round II of Arts & Culture Grants as discussed.

Motion Approved with amendment: 6- 0

Voting For: Stacy M Reed, Denise M Brown, Diane N. Sandlin, Jeff A Manley, Morgan T Myers, Robert W Thomas

Voting Against: None

1.G [Manager Report](#)

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

This item was not presented due to limited time.

Adjournment

Moved by Robert W Thomas; seconded by Jeff A Manley to Adjourn at 5:54pm.

Motion Adjourn: 6 - 0

Voting For: Stacy M Reed, Denise M Brown, Diane N. Sandlin, 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
August 18, 2026

SUBJECT:

Final Strategies for Arts and Culture Strategic Plan

SUGGESTED ACTION:

Consideration and possible action to approve Final 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_Final Goals, Obejectives, and Stratgies for August Board Meeting.pdf](#)

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 and affordable youth programming

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 facilities including external and City-owned properties 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 partnerships, programs and events within the cultural district and the Central Texas region

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

Strategy 2. Develop a marketing strategic plan 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

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

Strategy 4. Partner with the Parks and Recreation department for public art opportunities in city parks

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 Main Street program and other departments 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 cultural district anchors, 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 and the ten year evaluation 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 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 to explore the feasibility of a Friends of the Arts organization as a separate entity from the City and modelled after the Friends of the Library and Friends of Parks and Recreation.

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
August 18, 2026

SUBJECT:

Workplan for Arts and Culture Strategic Plan

SUGGESTED ACTION:

Consideration and possible action to approve proposed Workplan 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_Work Plan DRAFT.pdf](#)

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	Project Lead(s)	2027-2028 Progress & Evaluation	2028-2029 Progress & Evaluation	2029-2030 Progress & Evaluation	2030-2031 Progress & Evaluation	2031-2032 Progress & Evaluation
	Partners & Supporting Agents					
Strategy 1. Complete City cultural facility assessment and develop strategies for implementing its recommendations for expanded arts programming in the GAC facility	-Consultants -A&C Manager	Budgeting process with City staff	Possible renovations & construction projects			
	-A&C Staff -A&C Board					
Strategy 2. Identify and pursue viable options for artists' studio space, incubator and collaborative workspace including a potential makerspace and affordable youth programming	-A&C Staff	Programming of spaces proposed by consultants	Expand membership program & fundraising	New art workshops commence	Expand membership program & fundraising	Expand workshop capacity & programming
	-Exhibit Committee					
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	-A&C Coordinator	Commence recurring networking event	Evaluate & align with marketing plan	Explore additional locations for event	Evaluate & expand programming	
	-CD Partners					

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 B. Assess additional facilities including external and City-owned properties to provide space and opportunities for education, engagement, exhibition, and heritage related programming	Project Lead(s)	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032
	Partners & Supporting Agents	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation
Strategy 1. Complete City cultural facility assessment and develop strategies for implementing its recommendations in City-owned cultural facilities	-Consultants -A&C Manager	Budgeting process with City staff; apply for preservation grants	Possible renovations & construction projects	Evaluation & renewals of facility use agreements	Evaluate & expand programming	
	-City Staff					
Strategy 2. Introduce networking processes for businesses, organizations, entrepreneurs and artists to collaborate and participate in new partnerships, programs and events within the cultural district and the Central Texas region	-A&C Coordinator	Commence recurring networking event	Evaluate & align with marketing plan	Explore additional locations for event	Evaluate & expand programming	

Strategy 3. Identify and pursue viable options for a performing arts space	-A&C Staff -A&C Board	Observe market development	Evaluate location opportunity			
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 C. Update Arts and Culture staff and board volunteer roles as new program or facility opportunities emerge	Project Lead(s)	2027-2028 Progress & Evaluation	2028-2029 Progress & Evaluation	2029-2030 Progress & Evaluation	2030-2031 Progress & Evaluation	2031-2032 Progress & Evaluation
	Partners & Supporting Agents					
Strategy 1. Make recommendations for updated or new Arts and Culture staff roles, Board and volunteer roles to facilitate new programs or facilities	-A&C Staff	Budgeting for with City staff for facilities	Possible renovations & construction projects	Evaluation of facility staffing & volunteer needs	Implement staffing and volunteer roles	
	-A&C Board					
Strategy 2. Explore expansion of A & C Board Sub-committees including an Events Sub-committee and a Heritage Sub-committee	-A&C Staff	Identify roles for committees & committee chairs	Commence committee activities	Expand committee activities		
	-A&C Board					

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 D. Expand marketing and promotion initiatives for arts and culture	Project Lead(s)	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032
	Partners & Supporting Agents	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation
Strategy 1. Collaborate with the Department of Downtown and Tourism to expand marketing and promotion	-A&C Staff	Evaluate current marketing initiatives for A&C	Implement collaborative marketing initiatives based on strategic plan			
	-CVB					
Strategy 2. Develop a marketing strategic plan for arts and culture	-A&C Coordinator	Conduct market analysis & strategic plan	Implement A&C initiatives based on plan	Explore feasibility of a community wide loyalty program		
	A&C Manager					

GOAL II- CONTINUE TO DEVELOP AND EXPAND THE GEORGETOWN PUBLIC ART PROGRAM Objective A. Expand City-owned public art through existing funding programs	Project Lead(s)	2027-2028 Progress & Evaluation	2028-2029 Progress & Evaluation	2029-2030 Progress & Evaluation	2030-2031 Progress & Evaluation	2031-2032 Progress & Evaluation
	Partners & Supporting Agents					
Strategy 1. Collaborate with the A & C Board to identify new locations, projects and events for public art	-A&C Manager	Commence public art at L&WW District	Possible public art at Customer Service Cntr			
	-A&C Board					
Strategy 2. Continue to elevate the quality of existing public art programs	-A&C Manager	Expand budget for public art	Increase reach of Calls for Art			
	-Exhibit Committee					
Strategy 3. Introduce a maintenance program for the City's existing public art exploring periodic consultants or student intern roles	-A&C Coordinator	Inventory existing public art; maintenance plan	Implement maintenance plan	Expand budget for public art maintenance		
	-SU Students and Inters					

Strategy 4. Partner with the Parks and Recreation department for public art opportunities in city parks	-A&C Manager	Explore public art options in Chataqua	Explore public art options in San Jose	Explore public art options at Blue Hole		
GOAL II - CONTINUE TO DEVELOP AND EXPAND THE GEORGETOWN PUBLIC ART PROGRAM	Project Lead(s)	2027-2028 Progress & Evaluation	2028-2029 Progress & Evaluation	2029-2030 Progress & Evaluation	2030-2031 Progress & Evaluation	2031-2032 Progress & Evaluation
	Partners & Supporting Agents					
	Objective B. Expand public art on commercial property					
Strategy 1. Explore a matching grant for public art by commercial property owners	-A&C Manager	Award matching funding for eligible commercial public art	Evaluate program; award funding			
	A&C Board					
Strategy 2. Partner with the Main Street program and other departments for commercial public art opportunities	-A&C Manager	Information session with Planning Dept				

GOAL III – CONTINUE THE DEVELOPMENT OF A THRIVING ARTS, CULTURE, AND ENTERTAINMENT DISTRICT IN THE DOWNTOWN	Project Lead(s)	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032
	Partners & Supporting Agents	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation
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	-A&C Manager	Budget assessment	Commence planning for 9 th St Art Walk	Budget assessment		
	-Dept Director -A&C Board					

GOAL III – CONTINUE THE DEVELOPMENT OF A THRIVING ARTS, CULTURE, AND ENTERTAINMENT DISTRICT IN THE DOWNTOWN Objective C. Maintain Texas Commission on the Arts Cultural District designation	Project Lead(s)	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032
	Partners & Supporting Agents	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation
Strategy 1. Continue submitting annual reports and the ten year evaluation to the TCA	-A&C Manager					
	-A&C Staff					
Strategy 2. Continue membership and partnerships with Texas for the Arts	-A&C Staff	Attend legislative events	Attend legislative events	Attend legislative events	Attend legislative events	Attend legislative events
	A&C Board					
Strategy 3. Participate in TCA activities and programs	-A&C Manager	Apply for grants; support CD grant applications; evaluate TCA grants	Apply for grants; support CD grant applications; evaluate TCA grants	Apply for grants; support CD grant applications; evaluate TCA grants	Apply for grants; support CD grant applications; evaluate TCA grants	Apply for grants; support CD grant applications; evaluate TCA grants
	-CD Partners					

GOAL IV. IDENTIFY ADDITIONAL SPACES BEYOND THE ART CENTER TO EXPAND ARTS AND CULTURE PROGRAMS	Project Lead(s)	2027-2028 Progress & Evaluation	2028-2029 Progress & Evaluation	2029-2030 Progress & Evaluation	2030-2031 Progress & Evaluation	2031-2032 Progress & Evaluation
	Partners & Supporting Agents					
	Objective A. Enhance and grow the supply of affordable physical spaces to create and showcase art					
Strategy 1. Collaborate with arts, culture and heritage organizations and businesses to identify and establish partnerships on affordable spaces to expand arts and culture programs	-A&C Manager					
	-Downtown Development -A&C Board					
Strategy 2. Collaborate with our heritage partners as their facilities continue to expand	-A&C Staff	Observe development of County facilities	Possible implementation of A&C/Heritage audio tours to include Shotgun House			
	Heritage Committee					

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	Project Lead(s)	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032
	Partners & Supporting Agents	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation	Progress & Evaluation
Strategy 1. Explore expansion of current grant program to offer other types of funding for projects that promote cultural tourism	-A&C Manager	Evaluate current grant program; pursue additional % of HOT for arts	Possible implementation of expanded grant program			
	-A&C Board					
Strategy 2. Explore and implement programs to maximize affordability	-A&C Staff					
	-A&C Boards -A&C Committees					

GOAL V - CONTINUE TO PURSUE FUNDING TO ELEVATE GEORGETOWN ARTS AND CULTURE Objective B. Explore opportunities for a Friends of the Arts organization to fundraise and diversify revenue sources for Georgetown Arts and Culture	Project Lead(s)	2027-2028 Progress & Evaluation	2028-2029 Progress & Evaluation	2029-2030 Progress & Evaluation	2030-2031 Progress & Evaluation	2031-2032 Progress & Evaluation
	Partners & Supporting Agents					
Strategy 1. Establish an exploratory committee to explore the feasibility of a Friends of the Arts organization as a separate entity from the City and modeled after the Friends of the Library and Friends of Parks and Recreation.	-Consultants -A&C Manager	Establish common goals among stakeholders	Begin process of legal filings, bylaws, and strategic planning			
	-Exhibit Committee					
GOAL V - CONTINUE TO PURSUE FUNDING TO ELEVATE GEORGETOWN ARTS AND CULTURE	Project Lead(s)	2027-2028 Progress & Evaluation	2028-2029 Progress & Evaluation	2029-2030 Progress & Evaluation	2030-2031 Progress & Evaluation	2031-2032 Progress & Evaluation
	Partners & Supporting Agents					

Objective C. Continue to explore other funding opportunities						
Strategy 1. Pursue opportunities for grants from the Texas Commission on the Arts	-A&C Manager	Continue to apply for TCA Grants	Continue to apply for TCA Grants	Continue to apply for TCA Grants	Continue to apply for TCA Grants	Continue to apply for TCA Grants
	-A&C Coordinator					
Strategy 2. Monitor and pursue grant funding options from other funding bodies and foundations	-A&C Manager	Research other funding opportunities	Apply for other grants			
	-A&C Coordinator					
Strategy 3. Explore opportunities for earned income in new or existing programs	-A&C Staff	Explore options for ticketed arts activities and events	Explore options for ticketed programming in new spaces	Implement ticketed options in new spaces		
	-Exhibit Committee					

Strategic actions to be evaluated on an annual basis and updated/inserted into each year's annual operational plan.

City of Georgetown, Texas
Arts and Culture Advisory Board
August 18, 2026

SUBJECT:

Sculptures for the Georgetown Sculpture Tour

SUGGESTED ACTION:

Consideration and possible action to approve the sculptures for the Georgetown Sculpture Tour –
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
August 18, 2026

SUBJECT:

Volunteers for Autumn Art Stroll

SUGGESTED ACTION:

Discussion of volunteer sign-ups for Autumn Art Stroll – 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
August 18, 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_August AC Program Report.pdf](#)

Georgetown Arts and Culture Program Report

August 18, 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
- 2027 Exhibits Season brochure & press release
- Small Works Call open
- Fall Workshop Series
- Exhibit Masterclasses
 - 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 interpretation of found imagery. Some activities may involve collaborative 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.

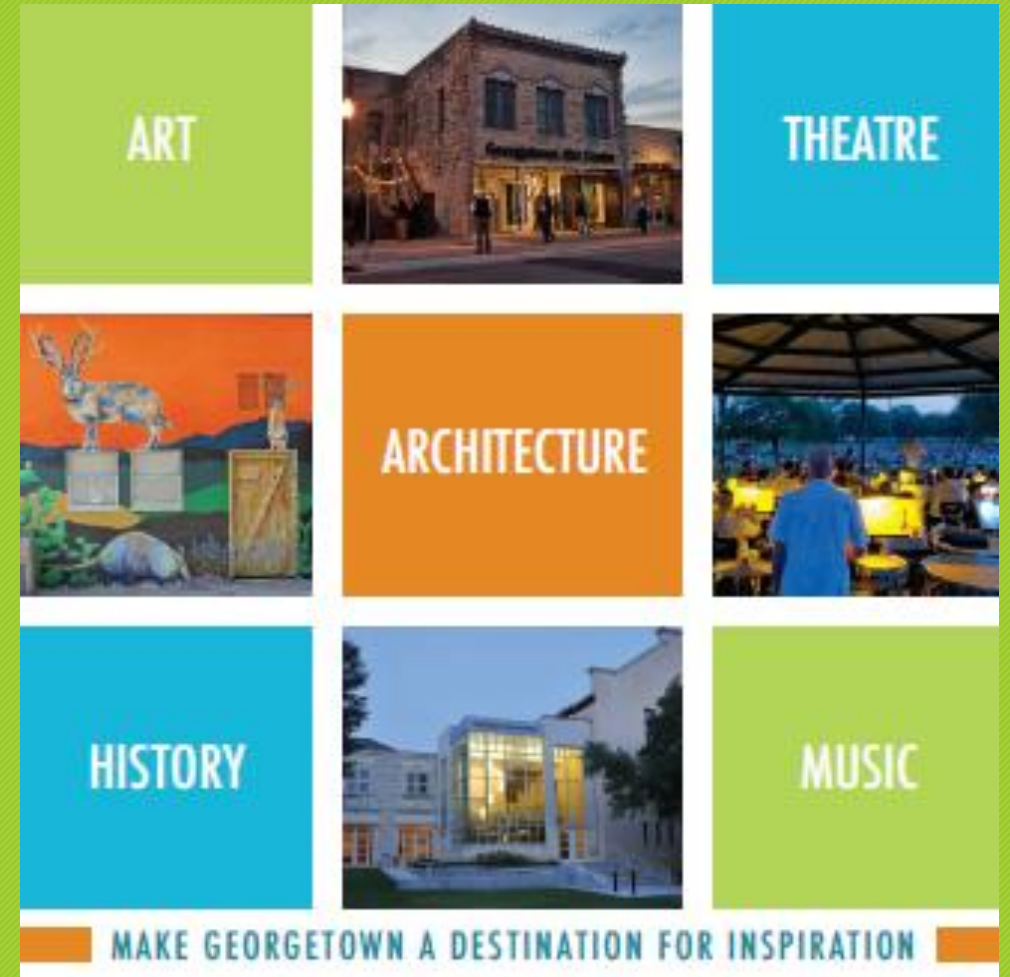
Artists should bring a variety of acrylic brushes, towels, and (5) 8x10 sketches of themes being explored.

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



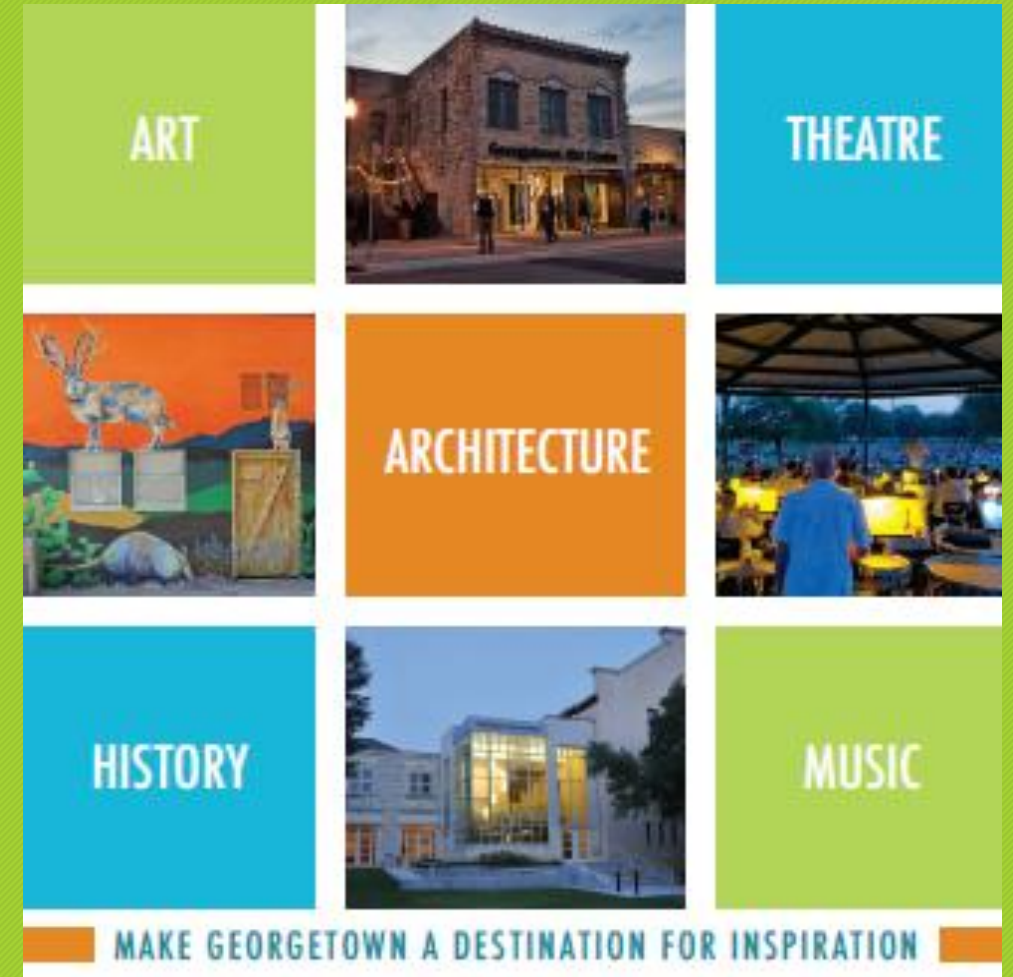
Cultural District Programming

- Strategic Plan Update
 - August: Finalize workplan
 - September: Approve final plan



Cultural District Programming

- Cultural District Marketing & Promotion
 - Marketing support submission form
 - Tag and collaborate with Arts and Culture/GAC on socials
- Cultural Facilities Study
 - Conceptual drafts in September



Future Meeting Timeline

September 15

- Last meeting for Stacy; new member in Oct
- Strategic plan finalized
- Final Autumn Art Stroll event planning

Oct 20

- Sculpture Tour Judging: 10/9-10/11
- City Hall Gallery Reception