

*Bastrop Art in Public Places  
Meeting*

**AGENDA**

*Bastrop City Hall  
City Council Chambers  
1311 Chestnut Street  
Bastrop, TX 78602  
(512) 332-8800*



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*November 16th, 2017, at 6:30 P.M.*

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*Bastrop Art in Public Places Board meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at (512) 332-8800, or write to 1311 Chestnut Street, Bastrop, TX 78602, or call Relay Texas through a T.D.D. (Telecommunication Device for the Deaf) at 1-800-735-2989 at least 48 hours in advance of the meeting.*

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1. CALL TO ORDER
2. ROLL CALL AND CONFIRMATION OF A QUORUM OF BAIPP BOARD MEMBERS PRESENT
3. WELCOME TO NEW BAIPP MEMBER ANDREA HASCHKE
4. BOARD UPDATES
  - A. BRIDGE LIGHTING- CHAIR, MATT HART
  - B. CHRISTMAS ACTIVITIES- ANNE BECK
  - C. 2018 COMMITTEES & CALLS
5. STAFF UPDATES:
  - A. JOINT WORKSHOP SESSION
  - B. VOLUNTEER BANQUET
6. CONSENT AGENDA

- 6A. Consideration, discussion, and possible action to approve Minutes from October 4<sup>th</sup>, meeting.

**9. ITEMS FOR INDIVIDUAL CONSIDERATION & DISCUSSION**

**7A.** Review, Discussion, Consideration and Action regarding the Web & Social Media Services finalist selection.

**7B.** Review, Discussion, Consideration and possible action regarding the Cultural Heritage Trail

**7C.** Review, Discussion, Consideration and possible action regarding request for permanent sculpture acquisition funding.

10 Announcements by Board Members on items not for consideration, discussion or possible action

11 Discussion and action regarding Next Board Meeting date.

**12. ADJOURNMENT**

I, the undersigned authority, do hereby certify that this Notice of Meeting is posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance to the City of Bastrop City Hall, a place of convenience that is readily accessible to the public, as well as to the City's website, [www.cityofbastrop.org](http://www.cityofbastrop.org). Said Notice was posted on the following date and time: and will remain posted for at least two hours after said meeting has convened.

*Sarah E. O'Brien*

Main Street Program Director



# BOARD REPORT

**MEETING DATE:** Nov. 1, 2017

**AGENDA ITEM:** Bridge Lighting

**TITLE:** Bridge Lighting Project

**BAIPP REPRESENTATIVE:** Matt Hart

**BACKGROUND/HISTORY:** Project began to be seriously discussed in 2013 when sample lighting was demonstrated for the public on the bridge. Responsibility for lighting has been discussed by the City, BAIPP, Main Street Board and Bastrop Economic Development Commission.

The lighting recommendation was a full spectrum LED with a programmable controller and data connection for a public, web-based interface. Programming for the light displays was to be simple for public input and/or competitions on event lighting displays. The product line being discussed was "Lumenpulse" <http://www.lumenpulse.com/en/projects>.

The material only cost for lighting the vertical and diagonal structural members in 2015, was about \$75K. There was discussion about phasing the vertical and diagonal work. Total installed project cost was assumed to be about \$325K if all work was done by outside contractors.

None of the installation would compromise the structural integrity of the bridge. Lights would clamp attach to the structure. Conduit would run on the underside of the deck.

In addition:

- The acorn lighting on the bridge needs to be upgraded and vandalism issues addressed. The recommendation was for pole mounted, traditional acorn style lights. Lighting types, including LED, were being reviewed.
- Controllable walkway path lighting should be planned.
- Electrical receptacles should be provided along the bridge for events.

Assume that this could be a \$500K project when fully implemented.

**Recommendation:**

Review the project scope and design with a lighting designer in advance of a RFP. Previously, proposals for lighting design ranged between \$3K and \$5K.

**POLICY EXPLANATION:**

**FUNDING SOURCE:**

**RECOMMENDATION:** Begin BIM model of bridge to explore phased lighting strategies for multi-year funding. Consult with Archillum and Inception Lighting

**ATTACHMENTS:**

# MINUTES



## Bastrop Art In Public Places (BAIPP) Board Meeting Wednesday, October 4, 2017, @ 6:30 pm



**Bastrop City Hall Council Chambers  
1311 Chestnut Street  
Bastrop, Texas 78602**

1. Co-Chair, Jo Albers, called the meeting to order at 6:35 p.m.
2. Roll was called and confirmed that a quorum of Board members was present.

Place #	Board Members	Present X	Absent X
8	ALBERS, Jo	X	
9	BECK, Anne	X	
2	DAYTON, Glenda	X	
3	HART, Matt	X	
4	Open		
1	OUTLAW, Marlene	X	
7	PHILPOT, Lynette		X
6	SKARNULIS, Ed		X
5	YENS, Diana		X

Also in attendance were Sarah O'Brien, Staff Liaison and Vicky Soderberg, Cygnet Strategies.

- Citizen Comments. There were no citizen comments.
- Jo nominated Matt Hart as chairperson. Discussion followed and the motion was seconded by Ann. Vote was approved unanimously.
- Glenda nominated candidate Andrea Haschke to fill Place 4. Discussion followed. Ann seconded the motion, and the board voted unanimously to recommend Andrea to Mayor Schroeder to fill the open position.
- Vicky Soderberg, Cygnet Strategies, discussed the status of her firm's ongoing work at the behest of the City to develop a plan and "brand" to establish Bastrop as a cultural/overnight destination, and the broad concept of how BAIPP fits within that mandate.
- An overview of BAIPP and its ongoing projects was provided for new board members.
- Jo distributed a handout and updated the board regarding the recent Web and Social Media Services RFP activity.
- The minutes of the September and October meetings will be circulated for approval.
- The Board was adjourned at 8:30 p.m.

Glenda Dayton, Board Member  
For Ed Skarnulis

# Sticks

CREATIVE

KATIE ALLCORN  
*creative director*

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601·540·7829  
katie@stickscreative.com

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128 Greasy Bend Road  
Smithville, Texas 78957

*Katie Allcorn*

08/23/17

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KATIE ALLCORN

DATE



Sticks Creative is a design agency invested and dedicated to the Bastrop area. We are studied in studio art, graphic design, typography, and print production. We are seasoned with experience in small business, social media management and website design. Sticks Creative was created out of love for our community. We are on an active mission to empower local business owners and organization leaders by providing beautiful business solutions.

Sticks Creative wants to ease your daily operations. We use smart website template designs, provide ongoing social media and website management, and offer a monthly retainer program that puts us on your team and in your back pocket. As local business owners ourselves, we've been in your shoes and we want to help. Your time is valuable, so let us take some things off your full plate.

Our agency was started by small business owner and designer, Katie Allcorn. She specializes in helping businesses create and maintain a brand they can be proud to show off. When not talking shop or running around her restaurant, Katie can be found carving linoleum, writing about her quirky small town or sitting on a porch somewhere with her family.

Check out our client testimonials on our website, or ask our current and past clients directly:

**RICK BRACKETT** // Neighbor's Kitchen & Yard & 602 on Main // *both current* // 979.412.2191

**NASEEM KHONSARI** // Lost Pines Art Bazaar // *current* // 832.231.5177

**CHRIS ALLCORN** // Post Oak Management // *current* // 512.924.5028

**CHRISTINE FAIL** // Fail Jewelry // *past* // 512.771.6575

**FERNANDA BARCELO** // Six Elephants Therapy + Wellness // *past* // 956.740.0624

**COLLEEN WINTER** // Austin Relational Wellness // *past* // 832.722.5534

**JEN MOULTON** // Moulton Jewelry // *past* // 609.338.9204



Sticks Creative has a vision for Bastrop Art in Public Places, which includes a new website with a clean interface, concise content, and a user-friendly backend for easy maintenance. The BAIPP website should be straight-forward in verbiage and highly visual. For the homepage, we propose to use strong imagery that will inspire the user to read on, to click through, and to learn more about our events. We also propose to create a more attractive call to action for Artists to submit their work.

Our vision includes a social media strategy that raises awareness for the 2018 BAIPP programming and promotes the Bastrop art scene in general. By doing our due diligence and drawing inspiration from other Art In Public Places and Art Outside programs across the country, we plan to build a successful social media strategy to engage the Bastrop community and entice tourism. Because you are an arts organization, we propose capturing original, high-quality photography of each artist and their work to feature on social media, as well as creating visually appealing templates for our different social media series throughout the year.

At Sticks Creative, we aren't just designers. We are always paying attention to the consumer, and observing what makes people tick. From our experience, we have learned that consistency is everything, especially when it comes to social media. If you want community engagement, you have to post unique content on a regular basis. Our monthly retainer program guarantees that your social media pages will be never run dry. We work a week in advance, spending each Tuesday planning at least three posts for the coming week and preparing them for publishing.

We've also learned that a successful social media strategy does more than consistent posting. If we want the community to engage with our pages, we have to engage with theirs. We propose to actively respond to comments and messages on the BAIPP page, and to proactively seek out other happenings in the community that we can engage. At Sticks Creative, we believe that the more places your organization name is seen, the more people will want to learn about what you do. By commenting and sharing other organization posts, we raise awareness for BAIPP and build a beneficial rapport with our community at the same time.

Thanks for your consideration. We cannot wait to get started!

*Katie Allcorn*

To Whom It May Concern:

I am writing this letter as a reference and referral regarding Katie Allcorn for future employment in the Bastrop area. Since the startup of Neighbors Kitchen and Yard, including the past 4 years, Katie has managed our marketing, promotions, advertising, and social media for Neighbors Kitchen and Yard. I have developed a summary of her current task and responsibilities with Neighbors Kitchen and Yard:

- Complete art direction for the branding of Neighbors Kitchen and Yard, signage, and photography
- Created the public voice for Neighbors Kitchen and Yard social media (Instagram and Facebook)
- Managed and created the Neighbors website with constant updates for the past 3 years; posting our weekly restaurant specials, daily events, weekly music series and etc.
- Developed all the special event design, promotion, signage and marketing
- Development of our daily specials and the promotion of Neighbors Helping Neighbors program for our charitable give back program

Katie has always been on time and very reliable when we have deadlines to meet for our special events and the promotion of those events.

Rick Brackett  
Owner of Neighbors Kitchen and Yard





HANDMADE IN AUSTIN, TX

August 15, 17

To Whom It May Concern:

I am writing to expound upon the skills, talent and dedication of Katie Allcorn.

Katie began working for me when my company was in a transitional time. It was young and growing quickly but had few roles defined and procedures in place. Katie was a great help for me as we began to organize and streamline the studio, and in particular the production process. Her attention to detail, organization, and efficiency, coupled with her ability for clear communication became asset. Our studio runs on schedules and efficiencies and she always met her deadlines.

I was also able to utilize Katie's design abilities when we rebranded our website and blog. She took my requests and input and was able to deliver my vision in visual form for our web developer.

Personally I am very excited to see where Katie's path has led her. When she came to work for me she was taking a leap and leaving her corporate and job searching for something more. I am proud to have played a part in her evolution as a creative professional and entrepreneur. You have to have the guts, determination and drive to leave a corporate job and strike out on your own, and I know that she will bring that same commitment to any new task, project or job.

I would highly recommend her for any position. Please feel free to call or email for further reference.

Best,

Christine Fail  
Owner/Designer  
cf@failjewelry.com



AUSTIN  
RELATIONAL  
WELLNESS

512.909.2535

[www.AustinRelationalWellness.com](http://www.AustinRelationalWellness.com)

4425 South Mopac Expressway  
Building 3, Suite 502  
Austin, TX 78735

Dear Hiring Manager,

I am pleased to recommend Katie Allcorn of Sticks Creative. I can say, without a doubt, that Bastrop Art in Public Places would benefit from working with Katie. Our team worked with her to develop our logo and branding for Austin Relational Wellness, a counseling and wellness group. It was a wonderful experience! There were four of us at the drawing table with our own ideas and visions for the logo. It is a big challenge to make design decisions with multiple people involved and, as a team; we had a difficult time deciding what we were aiming for in our brand. Katie handled all of our logo visions and strong personalities beautifully. She would take the time to talk to us on the phone, so we could process what we liked or didn't like, and also kept up with our countless emails back and forth providing feedback. I really liked how she heard our basic design needs and gave several options to start. From there, we were able to work with our favorites until it was right for us. Katie was very patient, especially as most of our team has a difficult time verbalizing what we like or don't like about a design.

In general, Katie has a down right great eye for style. She truly has a gift for capturing the essence of a brand and creating a visual design to represent your company. She asks pointed questions, welcomes honest feedback and gives multiple options to make sure you are completely satisfied with the designs. Katie's turnaround was quick and was sure to set realistic expectations for deadlines in addition to meeting them. Aside from her talent, we were impressed by her ability to synthesize ALL of our demands while remaining patient and positive. If you are looking for a highly creative, talented and patient designer then we highly recommend working with Katie Allcorn.

Sincerely,

Cat Donohoe



Estimate# EST-201718

BILL TO  
Bastrop Art in Public Places

Estimate Date : August 07, 2017

Item & Description	Qty	Rate	Amount
Website Resdesign Using existing content, create a user-friendly website by redesigning navigation, cleaning-up layout, and moving to a easily-manageable platform.	60.00 Hour	50.00	3,000.00
12-Month Social Media Strategy Build a social media strategy to be executed on a weekly basis over 12 months at the retainer fee below.	15.00 Hour	50.00	750.00
Ongoing Website & Social Management Maintain website and update social media platforms each week over 12 months. Retainer includes 10 hrs per month. Can be adjusted if more hours are needed.	12.00 Month	400.00	4,800.00
Website Platform Squarespace Website Plan for 12 Months of activity.	1.00	144.00	144.00
Website Hosting 12-months of domain hosting with Hostmonster	1.00 Year	30.00	30.00
Sub Total			8,724.00
Sales Tax (8.25%)			<del>719.73</del>
<b>TOTAL</b>			<b>\$9,443.73</b>

*3 ask @ can kop allocate Nov 5-7*

We can't wait to get started!

Thanks for considering Sticks Creative for this project.

**Terms & Conditions**

50% of the design and strategy estimate is due in order start production. We do not limit client revisions. Due to this collaborative policy, estimates are subject to change. Sticks Creative will communicate any increases in cost as they arise. The balance will be due upon completion.

All retainer fees are due at the first of each month. A \$10 fee will be applied to each day retainer payment is overdue.



TAYLORED  
IDEAS

www.taylorredideas.com  
(979) 567-2825

## REQUEST FOR PROPOSAL

**COMPANY:** Bastrop Art in Public Places (BAIPP)

**PROJECT SCOPE:** Website Redesign / Ongoing Website & Social Media Management

### VENDOR INFORMATION

**NAME OF COMPANY:** Taylored Ideas

**ADDRESS:** 709 W. Buck Street, Caldwell, Texas 77836

**EMAIL:** contact@taylorredideas.com ; jessica@taylorredideas.com

**PHONE:** (979) 567-2825

**FAX:** (979) 567-6825

**NAME:** Jessica Tanner

**TITLE:** Chief Marketing Officer

**SIGNED:** Jessica Tanner **DATE:** 8/30/2017



## COMPANY OVERVIEW

Taylorred Ideas, based in Caldwell, Texas, specializes in providing clients with a prestigious online presence through customized web design & digital marketing strategies. Our goal is to provide Website Design, Internet Marketing, and Social Media Management services that will not only web-enable your business, but also promote growth and brand awareness. We think of ourselves as a part of your team, and we hope to lend a hand every step of the way to grow with you.

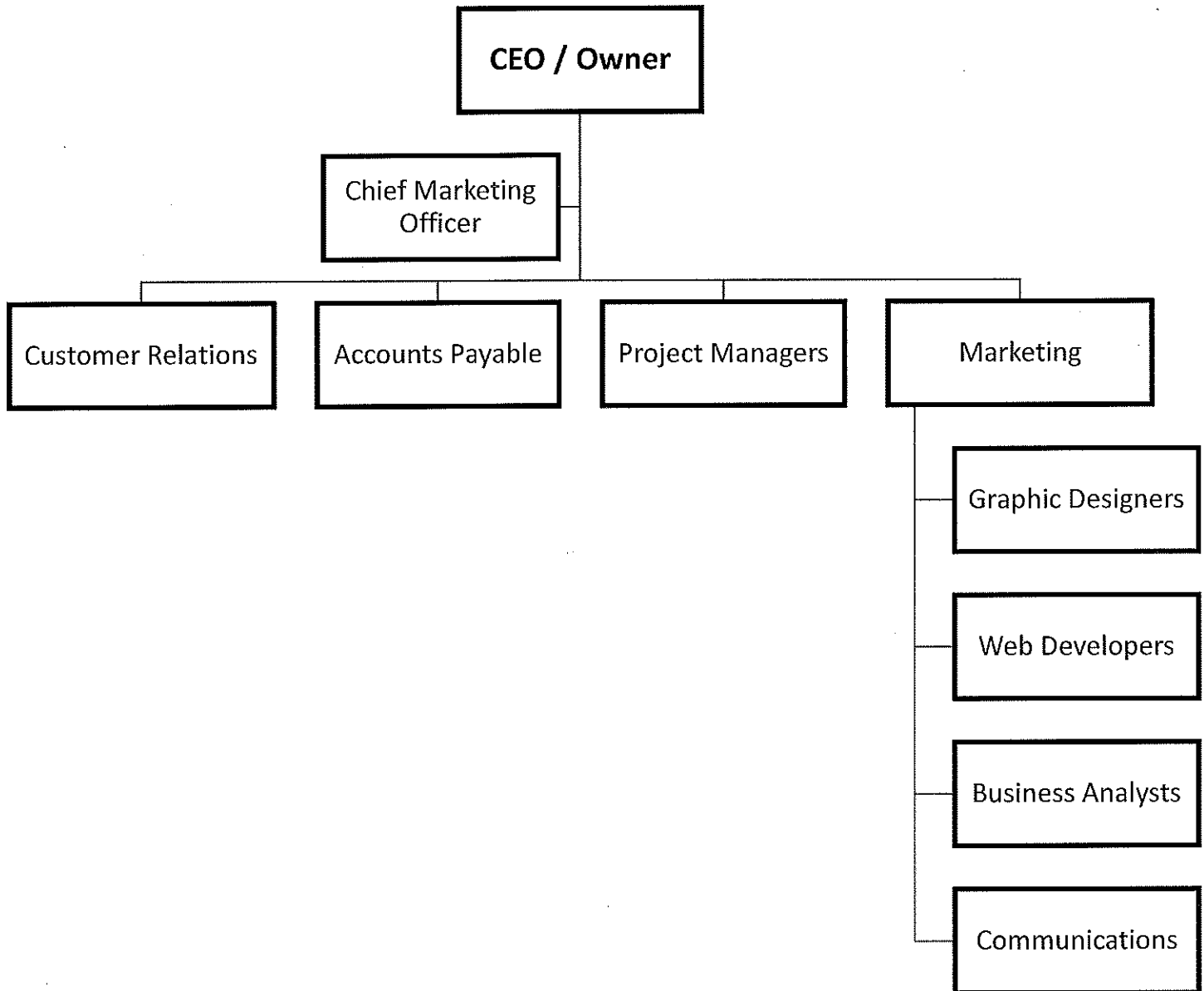
Our professional team is comprised of top-notch project managers, graphic designers, web developers, and marketing experts all focused on delivering custom solutions that are effective, economical, and mobile-friendly. While we have several large corporate clients, our bread and butter lies within small communities and local government agencies where our efforts are focused on maximizing community growth and awareness. If you ask any one of our project managers, they'll tell you the best part of their job is helping small business owners to succeed and better understand the necessity of a strong online presence and user-friendly website.

**While we perform a variety of customized services, we focus on the following areas:**

- Website Design & Development
- Wordpress User Training
- Social Media Management
- Search Engine Optimization (SEO)
- Pay Per Click Advertising (PPC)
- Logos & Brand Consulting
- Graphic Design



# ORGANIZATIONAL CHART





## SITE NAVIGATION

Our team will work hand-in-hand with the Board to upgrade site navigation to make the website more user-friendly, easy to navigate, and more efficient for the Board staff to collect and review submissions. Based on the current site and review of both short and long term goals, an initial sitemap is proposed below:

HOME | ABOUT BAIPP | PUBLICART | PROJECTS | EVENTS | RESOURCES | CONTACT US

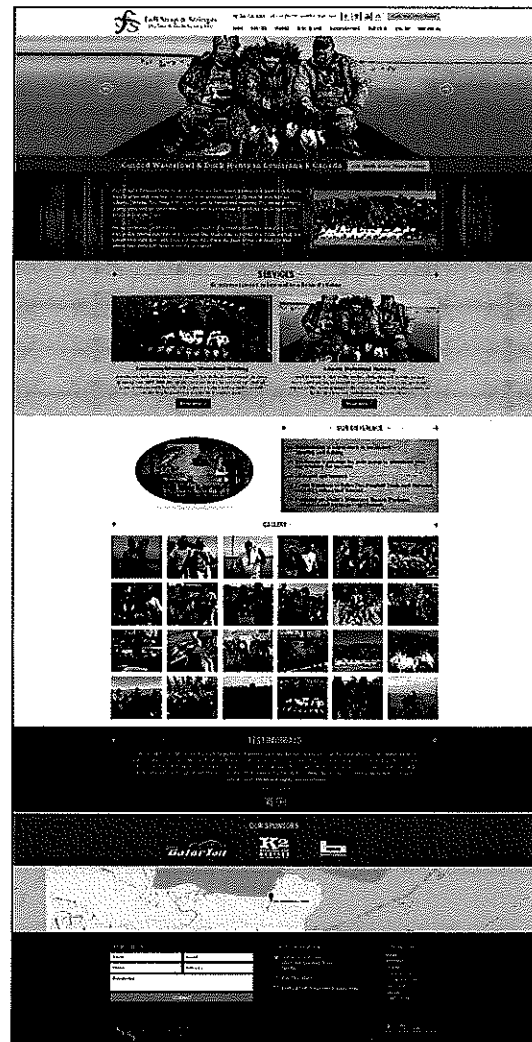
### RECOMMENDATIONS:

- Create contact forms for submissions so that users can submit information via the website, email, or mail PDFs
- Linked calendar on the events page to show all current events, meetings, etc
- Integrate “Social Feed Plug-In” on the homepage to highlight social media updates & art shout-outs



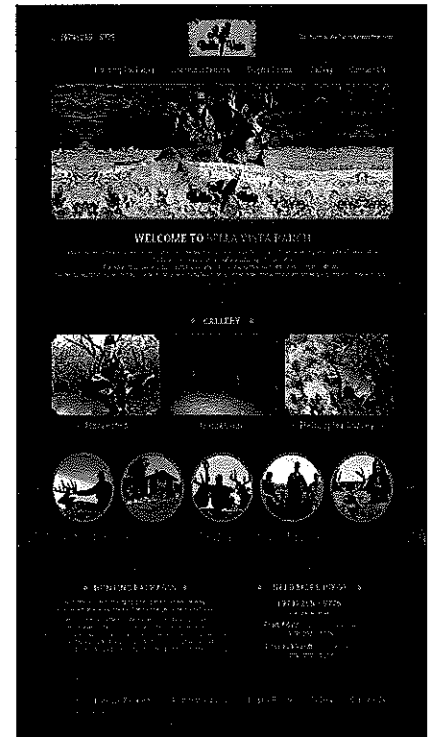
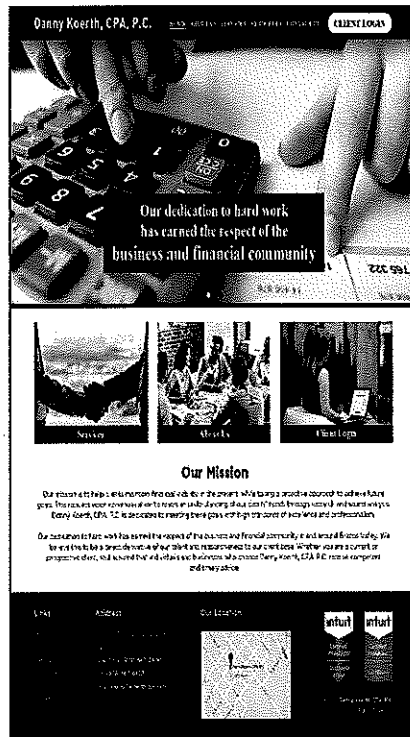
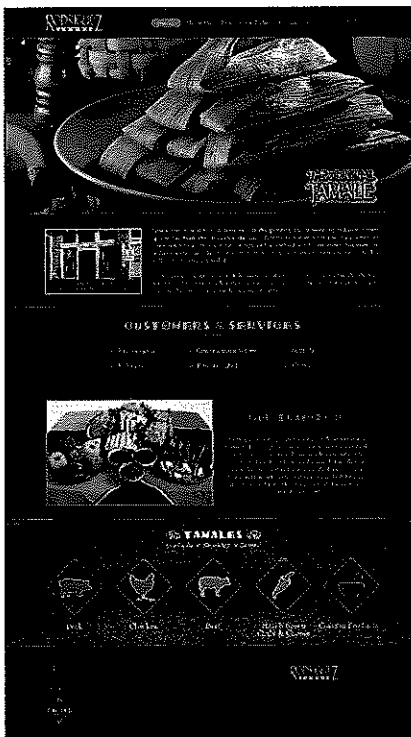
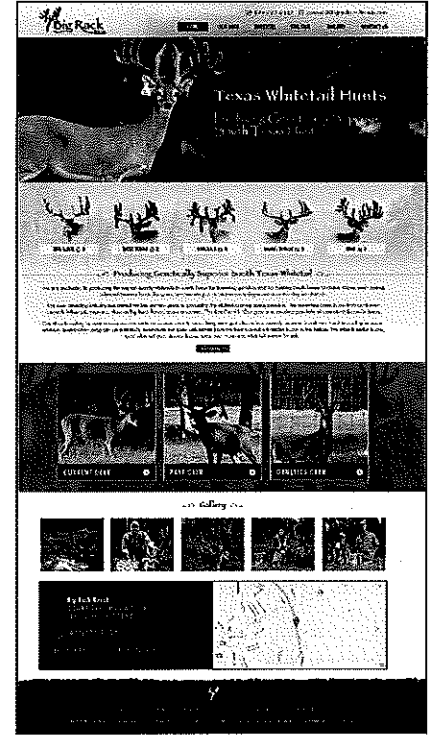
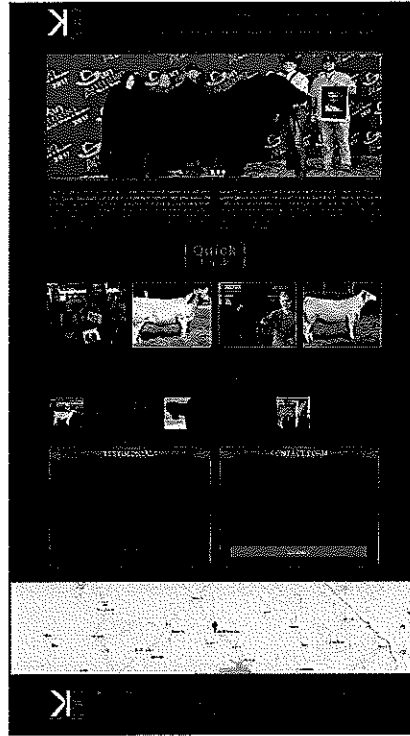
# WEBSITE RE-DESIGN

Our creative staff will meet with the Board and work through an extensive questionnaire to help us better understand your design preferences along with site functionality. Following our final collaboration of design elements, we will provide 4 design samples for review. The Board can expect to receive the design files the week following our meeting, at which time we will sit down with the Board and review the likes/dislikes of each design. Once a design is agreed upon, we will provide 3 rounds of edits at no charge, with any additional requests outside the original project scope priced at \$100/hour for design & development work. Please see below for some examples of our most recent work:





# WEBSITE RE-DESIGN



## SOCIAL MEDIA STRATEGY

It's crucial that the BAIPP social media strategy directly aligns with the goals of the new branding efforts and awareness campaigns to promote the presence of the beautiful art displayed throughout Bastrop. Our recommended strategy is to strategically utilize the following social media outlets to make sure that we are directly reaching our target market and also driving users to the new and improved website:



- Boosted posts will help to promote special events
- Great for promoting new art & special activities
- Most widely used social media outlet



- Visual displays of BAIPP art projects
- Most used outlet for visual marketing
- #BAIPP #bastropart #artinpublicplaces #welovebastrop #bastropbeautiful



- Videos are the #1 source for driving traffic to websites
- Ideal for new releases, artist interviews, event recaps, contests
- Easy to upload from mobile & publish across other social outlets



- Least recommended social media outlet but would be great to occasionally use for contests, live updates, quick reminders, etc
- Short, precise messages about new projects & artists



## PRICING STRUCTURE

The pricing structure below reflects a 3 year service agreement for the design, development, & routine site maintenance of BAIPP website. The monthly service agreement will not take effect until the new website is launched, or when BAIPP requests for social media management to begin.

WEBSITE RE-DESIGN	PAYMENT TERMS
<b>Custom Wordpress Website</b> <ul style="list-style-type: none"> <li>▪ Mobile-friendly site with custom forms and internal pages</li> <li>▪ Social Media Integration &amp; Homepage Feed</li> <li>▪ User Training for nominated BAIPP Staff &amp; Board</li> <li>▪ One-Time Homepage SEO Content Upgrade for Site Awareness</li> <li>▪ Integrated Event Calendar</li> </ul>	50% Down Payment  50% to Publish Live  3 Year Service Agreement

**ONE-TIME WEBSITE COST: \$5,400**

WEBSITE SERVICE AGREEMENT	PAYMENT TERMS
<ul style="list-style-type: none"> <li>▪ Standard site maintenance &amp;</li> <li>▪ Hosting &amp; Monthly Backups</li> <li>▪ Unlimited Bandwidth &amp; File Storage</li> <li>▪ Host Email &amp; Managing Account Revisions</li> </ul>	Agreement does not begin until website is live. Invoices reflect the previous month of service. Payment is due each month, with a 10% penalty for each late payment.

**MONTHLY COST: \$300**

SOCIAL MEDIA SERVICES	PAYMENT TERMS
<ul style="list-style-type: none"> <li>▪ All social media packages come with complimentary re-branding across all outlets to match the new website brand.</li> <li>▪ Specially requested content will be subject to the hourly rate dependent upon the necessity for graphic design, content curation, etc. You will be notified of these posts prior to charges.</li> </ul> <p><i>Option 1: 3 posts per week, same post across every social media outlet</i>  <i>Option 2: 1 post per week, each social media outlet a different post</i>  <i>(The above packages represent 3 social media outlets of your choice.)</i></p>	Each bullet reflects an option for the price below, but custom packages are also available.

**MONTHLY COST: \$500**

SITE SECURITY RENEWAL	PAYMENT TERMS
<ul style="list-style-type: none"> <li>▪ Annual Renewal of SSL Certificate for Site Security</li> </ul>	Annual Renewal

**ANNUAL COST: \$120**



## PRICING STRUCTURE

Rather than charging you monthly for services that you may or may not need, we would like to provide a more efficient and budget-friendly pricing structure for the additional requests that occur as needed. These requests include anything outside of the agreed upon project scope, such as website content updates, posting artist calls and new project photos, creating & promoting special events via social media.

OPTIONAL ADD-ON SERVICES	PAYMENT TERMS
Brand Consulting	\$100 / hour
Search Engine Optimization (SEO)	\$300 / month (12 month agreement)
Site Analytics & Monthly Reports (For SEO Customers Only)	\$100 / month
Pay Per Click Advertising (PPC)	\$300 / month + Campaign (12 month agreement)
<b>Special Requests (Any work outside of original project scope)</b> <ul style="list-style-type: none"><li>▪ Additional training of staff</li><li>▪ Website Content Updates</li><li>▪ Posting Artist Calls &amp; New Project Photos</li><li>▪ Additional Social Media Requirements</li><li>▪ Graphic Design of Logos, Banners, Flyers, Posters, Mailers, etc.</li><li>▪ Email Marketing Campaigns</li></ul>	\$100 / hour

*Please keep in mind that our monthly services are designed to best serve your marketing goals within a specified budget and all packages are 100% customizable to best fit your needs.*



## CURRENT CUSTOMERS

Our clients are extremely busy running their day-to-day operations and for that reason we did not request a letter of recommendation. However, each of the contacts below have agreed to speak in detail about our dedication to customer service and training, project efficiency, and quality of delivery.

### **Cattle Partners**

*Website:* [www.cattlepartners.com](http://www.cattlepartners.com)

*Contact:* Cody Novosad

*Phone:* 979-567-7253

*Email:* [cody@cattlepartners.com](mailto:cody@cattlepartners.com)

### **Kawasaki of Caldwell**

*Website:* <https://www.kawasakiofcaldwell.com/>

*Contact:* Dawn Bowers

*Phone:* 979-567-7777

*Email:* [dawn@kawasakiofcaldwell.com](mailto:dawn@kawasakiofcaldwell.com)

### **Elizabeth Lutheran Church**

Victoria Sandage, *Office Manager*

*Phone:* 979-567-4286

*Email:* [office@elizabeth-lutheran.org](mailto:office@elizabeth-lutheran.org)

## ADDITIONAL REFERENCES:

### **Burleson County Chamber of Commerce**

Nicole Hearne, *Executive Director*

*Phone:* 979-218-8588

*Email:* [nhearne@burlesoncountytexas.com](mailto:nhearne@burlesoncountytexas.com)



## SUMMARY

When you invest in Taylorred Ideas, we invest in you. We do not think of ourselves as one of your vendors, but instead a key part of your organization. At Taylorred Ideas, we know the importance of our role and how crucial this partnership is to the successful launch of the BAIPP brand and increasing awareness throughout the Bastrop community and beyond. Our primary goal is to exceed your expectations to primarily provide an efficient, beautiful new website that users will enjoy visiting, followed by a strategic social media campaign to capitalize on brand awareness and long-term growth. Below are some key benefits to remember about Taylorred Ideas when making your decision, but above all else, please know that our strength lies within our creative staff and the commitment of our employees.

### What REALLY Sets Us Apart:

- Our sites are built to be extremely efficient and user-friendly. The on-site training we provide to your staff will help to eliminate a lot of unnecessary costs due to the ability to easily make real-time updates yourself, if you'd like the opportunity to do so.
- A dedicated Project Manager with 8+ years of marketing project management with a specialization in branding...No calling the office and being passed around to 4 different people to eventually get someone's voicemail.
- Efficiency! Initial designs delivered in 7 business days, and the website developed in approximately 2 – 3 weeks following design approval.
- Customer service. You've got questions, we've got answers, and we will be there every step of the way to answer questions, participate in any necessary Board meetings, and provide extensive staff training to reduce potential costs of additional website requests.
- Flexible payment options. We will work with you and your allocated budget to devise a payment plan that is feasible and does not break the bank.
- Commitment. We're not happy until you're absolutely in love with the finished project.