

December 2, 2011

THE TOWN OF FLOWER MOUND PUBLIC ARTS COMMITTEE REGULAR MEETING AND WORK SESSION HELD ON THE 2ND DAY OF DECEMBER 2011 IN THE FLOWER MOUND PUBLIC LIBRARY, LOCATED AT 3030 BROADMOOR LANE IN THE TOWN OF FLOWER MOUND, COUNTY OF DENTON, TEXAS AT 2:00 P.M.

The Public Arts Committee met in a regular meeting and work session with the following members present:

Sweetie Bowman	Chair
Louise Eberle	Member
Linda McCall	Member

The following members of the Town Staff were in attendance:

Sue Compton	Director of Library Services
Lisa Smith	Administrative Secretary
Michael Ryan	Director of Community Affairs
Tracy Knierim	Executive Director of Community Relations

A. CALL REGULAR MEETING TO ORDER

Chair Bowman called the meeting to order at 2:04 p.m.

B. PUBLIC PARTICIPATION

None.

C. ANNOUNCEMENTS

Linda McCall will have an art exhibit at the Craighead-Green Gallery from January 7, 2012 – February 12, 2012.

D. STAFF LIAISON REPORT

All art has been collected for the December 3-11 exhibit in the lobby of the library.

At the PALS Board meeting last night, the Board proposed that at the Town Council retreat in January, the Council consider a master plan for the cultural arts.

E. CONSENT AGENDA

1. Member Eberle made a motion to approve the minutes from the Committee meeting of November 4, 2011. Member McCall seconded the motion.

VOTE ON THE MOTION

AYES: McCall, Eberle

NAYS: None

F. REGULAR ITEMS

None.

G. RECESS REGULAR MEETING

Chair Bowman recessed the regular meeting at 2:11p.m.

H. CALL WORK SESSION TO ORDER

Chair Bowman called the Work Session to order at 2:11p.m.

I. WORK SESSION ITEMS

2. Discussion with Community Relations Department staff regarding services provided by Community Relations to the Public Arts Committee.

Michael Ryan from Community Affairs talked about what his department did to promote Town events and groups. Attached is a handout from Michael Ryan (Attachment A).

3. Review and discuss the high school art exhibit to be held in the library December 3-11, 2011.

All art has been collected and is ready to be hung today after the adjournment of the meeting.

4. Review and discuss the brochure for art in municipal places.

One new piece of art has been added to the Town. A picture of the painting will be added to the pieces and information already on the proposed brochure.

J. ADJOURNMENT – WORK SESSION

Chair Bowman adjourned the Work Session at 3:09 p.m.

K. RECONVENE REGULAR MEETING

Chair Bowman reconvened the regular meeting at 3:09 p.m.

L. COORDINATION OF CALENDARS AND FUTURE AGENDAS/MEETINGS

The next meeting of the Public Arts Committee is scheduled for January 6, 2012. It was decided to move the meeting to January 13, 2012 since Chair Bowman will be unavailable on January 6.

M. ADJOURN REGULAR MEETING

A motion was made to adjourn the meeting. Chair Bowman adjourned the regular meeting at 3:16 p.m.

TOWN OF FLOWER MOUND, TEXAS



SWEETY BOWMAN, CHAIR

ATTEST:



SUE COMPTON, DIRECTOR OF LIBRARY SERVICES



The 2010-2011 Flower Mound Communications Program

Utility Billing News Bulletins

The "My Flower Mound" Bulletin is distributed monthly to all Town of Flower Mound utility customers. The two-page document provides information on a variety of topics including general Town news, public safety, economic development, the library, and the community activity center.

Town of Flower Mound Web Site

Located at www.flower-mound.com, Flower Mound's primary website provides detailed and timely information on Town departments, programs, and projects. Continually updated, the site provides readers the opportunity to either quickly browse breaking-news events via timely announcements or conduct more detailed informational searches via numerous in-depth reports, summaries, and RSS feeds.

Dedicated Web Sites: In addition to the primary Flower Mound Web site, Community Affairs maintains a variety of other official Town of Flower Mound sites including dedicated Library, Community Activity Center, Seniors In Motion, and Economic Development Web sites.

E-Town: Electronic Email Bulletins

Delivered straight to email inboxes, the E-Town Bulletins feature information on specific topics including public hearings, the library, parks and recreation projects, economic development, the community activity center, code enforcement, and current Town news. Recipients choose to receive only the news of interest to them.

FMTV – Flower Mound Television

FMTV is the government access cable channel operated by the Town of Flower Mound. FMTV is broadcast on Grande cable channel 12, Time Warner cable channel 16, and Verizon FIOS channel 42. Programming includes live broadcasts and replays of Town Council and Planning and Zoning board meetings, public service announcements, an informational community bulletin board, special event coverage, and educational shows from state and federal agencies.

Social Media

- Facebook
- Twitter
- Nixle
- Youtube
- Flickr

Special Publications

Community Affairs produces or assists with the creation of numerous special publications including the annual report, the Welcome to Flower Mound Guide, the Seniors In Motion newsletter, and the activity and programs guides

Media Relations, Tip Sheets, Press Releases, and Conferences

The Town produces two media tip sheets a month designed to provide print and broadcast media outlets with a variety of Flower Mound-related information to print that will be of interest to residents as well as external stakeholders. In addition, Town staff members work with the media on a daily basis to ensure the most accurate and timely information is printed, produces press releases and media notifications, and hosts a variety of media events and interviews.

Utility Bill Messages

Brief topic specific messages printed directly on the utility bills and received by every Town of Flower Mound utility customer.

HOA Email Blasts

Dedicated email messages distributed directly to identified HOA representatives for distribution to their membership via email, Web sites, and newsletters.

Median Signs

Electronic and static signs placed in the median to promote events of Town-wide interest.

Flyers, Posters, Brochures, and Pamphlets

Designed, printed, and distributed on an as-needed basis to promote special events or provide information on specific Town-related topics including trash service, code enforcement, etc.

Pole Banners

Banners posted at key intersections and along primary thoroughfares to promote special events and provide information regarding Town initiatives.

Advertising and Sponsorship Marketing

Used sparingly to promote special events, when appropriate, and budget availability is favorable.

Legal Postings

Display ads purchased in specific publications as required by law to provide information to the community regarding official Town of Flower Mound business including public hearings, budget adoptions, and project bids.

Community Meetings

Typically hosted on an as-needed basis to provide information to specific neighborhoods and subdivisions or segments of the community regarding a topic of interest. Can also be held for a Town-wide audience regarding issues and projects of a larger impact.

Mayor's Message

Written by the Mayor on a monthly basis to discuss a variety of community issues, the Mayor's Messages are printed in local newspapers and posted to the Town's primary Web site.

Dashboard Reports

Produced and posted to the Town's primary Web site on a quarterly basis, the four Dashboard reports provide user-friendly updates on Dedicated Sales Tax projects, Financial Measurements, Performance Measures, and the It's Your Call customer service program.

Emergency Public Information Officers

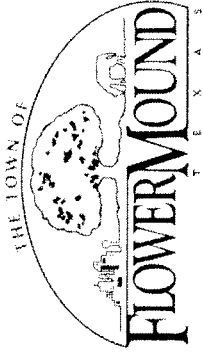
Employees trained and experienced in crisis communication are designated as official Public Information Officers and charged with assembling and distributing information to the media and public in the event of an emergency.

**Town of Flower Mound
Standard Promo/Info Plan Distribution Tools and Schedule**

<u>Communication Tool</u>	<u>Dist. Schedule</u>	<u>How to Obtain Info</u>
Town Web site - news, calendar, etc.	Immediate	Visit website
Dedicated Web sites - Library, CAC, etc	Immediate	Visit website
FMTV - bulletin board	Immediate	Watch FMTV/Website
FMTV - Update News Show	Twice a month	Watch FMTV/Website
FMTV - Adventures Parks and Rec Show	Monthly	Watch FMTV/Website
E-Town News Bulletins – news, parks, etc.	Monthly or as needed	Sign Up on Website
Utility News Bulletins	Monthly	Be a FM Utility Cstmr
Facebook – town, parks, and library pages	Immediate	Have a Facebook Acct
Twitter – Town, Parks, and Library accts.	Immediate	Have a Twitter Acct
Tip Sheets	Twice a Month	Be on FM Media List
Press Release	As Needed	Be on FM Media List

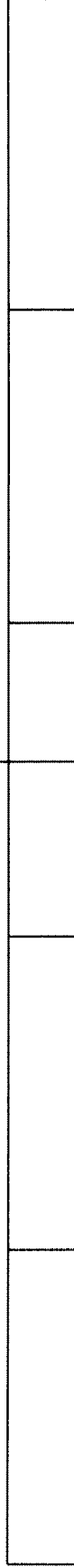
* Additional communication tools are utilized on a case-by-case basis.

Promo Plan Flow Chart



Department, Division, or Organization
 Departments, divisions, and organizations submit promo plan requests to Community Affairs for writing, editing, photo/video requests, and distribution.

Community Affairs
 Director of Community Affairs receives promo plan requests, edits information, and distributes through the appropriate promo plan communication tools.



Web Site
 News - Front Page,
 Dedicated Pages,
 Town Calendar

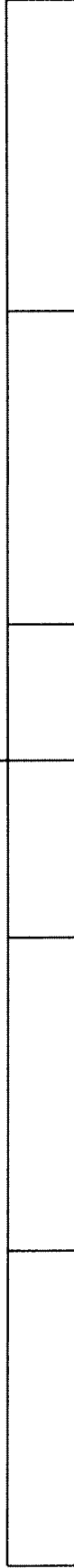
Dedicated Web Sites
 FM Library, CAC,
 Seniors in Motion, etc.

FMTV
 Live Broadcast
 and Web Streaming,
 Bulletin Board,
 The Update News Show,
 Dedicated programming -
 PSAs, etc.

Utility Billing Newsletter
 Distributed monthly
 to all Flower Mound
 Postal Addresses

Media Relations
 Press Releases,
 Tip Sheets,
 Interviews

E-Town
 Electronic Newsletters
 Delivered via E-mail
 to Subscribers



Facebook Pages
 Town
 Parks and Recreation
 Library

Twitter Feed
 Brief Messages

Nixle
 E-mail and
 Text Messages

RSS Feeds
 News,
 Council Agenda,
 P&Z Agenda,
 Public Hearings

YouTube
 The Update News Show
 and PSA Video Content
 from FMTV

Flickr
 Photos of
 Flower Mound



Resident News Alert
 Urgent Messages
 Delivered via
 E-mail

CodeRED
 Urgent Messages
 Delivered via
 land line and
 cell phone

Median Signs
 Major Intersections
 for Community-wide
 Events

Poster and Flyers
 Designed and printed
 for dep., div., or org.
 distribution.

Pole Banners
 Utilized to Promote
 Major Town Events

Advertising
 Local Public Media