



EDINBURG 2040 COMMITTEES
ARTS/CULTURE/HISTORIC PRESERVATION
CITY OF EDINBURG, HIDALGO COUNTY, TEXAS

Location: Edwards Abstract and Title Co.
3111 W. Freddy Gonzalez Dr.
Edinburg, Texas 78539

POST MEETING NOTES

MARCH 16, 2023

12:00 P.M.

I. CALL TO ORDER

The meeting began at 12:00 PM.

II. ATTENDANCE

Committee members present included: Chair Bryon Lewis, Francisco Guajardo, Jeffrey Ward, Ronnie Larralde, and Sherilyn Estacio.

City staff present included: Assistant City Manager Tom Reyna, Letty Leija, Magdiel Castle, Carlos Garza, Letty Pantoja, and Xavian Flores.

III. DISCUSS AND CONSIDER THE COMMITTEES FUNCTIONS AND GOALS

The committee met to discuss their goals and proposed strategic priorities. These included:

- Ensure the Arts, Culture & Events Center (ACE) is complete and includes all necessities, including the AV system, furnishings, etc. The committee agreed to support this goal by establishing a Fundraising Steering Committee to assist the arts programs.

The 2040 Coordinator will contact Director of Library & Cultural Arts/Events Letty Leija and Asst. Dir. of Cultural Arts/ Events Magdiel Castle to discussing the creation of a new Fundraising Steering Committee through the Edinburg Arts Foundation to determine the process of its creation and new members.

- Fortify and support the continual development and expansion of the Edinburg Arts Complex which encompasses the arts culture & events center, the Edinburg Municipal Auditorium, and the amphitheater. The committee discussed expanding the arts complex by having the city purchase property surrounding the arts district to allow for growth such as the apartments and empty lot across the street from the ACE Center. The committee's vision is to have apartments near the district available for artists in residence.

The 2040 Coordinator will identify properties around the surrounding ACE Center that are unoccupied for future expansion of the downtown area.

- Create a clearinghouse website for all Cultural Events in the City of Edinburg to prioritize the promotion of cultural arts events and support community-wide artistic events. This website hub is to include all UTRGV, ECISD, and participating entity events.

The 2040 Coordinator will contact Director of IT Daniel Vera to provide a budget and resources for the creation of a clearing house website for all cultural events.

- Establish a well-defined Arts Corridor which will include the UTRGV Performing Arts Center, Edinburg Municipal Auditorium, ACE Center, Amphitheater, Museum of South Texas History, and the Citrus Live.
- Obtain Cultural Arts District Designation to establish a designated area for general entertainment and festival events, galleries and museums, restaurants and nightclubs, and arts-oriented retail shops. This will ensure the promotion of the city's tourism and quality of life.

The 204 Coordinator will discuss with Assistant City Manager Jesus Saenz and Planning department to verify prerequisites for a Cultural Arts District Designation.

- The committee will adequately fund the arts through sustainable means through percent-for-art programs and allocate a small portion of capital construction or renovation budgets (usually one percent) for the purchase, commissioning, and installation of artwork for public art and to support the ACE Center.

The 2040 Coordinator will follow up with Assistant City Manager Tom Reyna regarding the implementation of a program to allocate funds for the installation of public art.

- The committee wishes to continue historic preservation by initiating a study and an inventory of resources.

The 204 Coordinator will discuss with Assistant City Manager Jesus Saenz regarding the budget and process for a study and inventory of resources.