



BUILDING FOR TOMORROW'S FUTURE, TODAY!

**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

APRIL 20, 2023

12:00 P.M.

I. CALL TO ORDER

The meeting began at 12:00 PM.

Committee members present included: Chair Bryon Lewis, Francisco Guajardo, Jeffrey Ward, and Letty Adame.

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

II. COORDINATOR’S REPORT & DISCUSSION REGARDING THE TIME FRAMES FOR COMMITTEE’S GOALS AND PROJECT COSTS

The 2040 Coordinator went over the committee’s goals individually and either clarified questions or provided an update pertaining to the goal. This included:

- 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. Committee member Jeffrey Ward mentioned that UTRGV’s website for events can be linked to this clearing house website. The committee discussed that the house website could be completed within six months to one year.

- Ensuring 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 Director of Library & Cultural Arts/Events Letty Leija and the Assistant Director of Cultural Arts/ Events Magdiel Castle mentioned that the fundraising steering committee would be an ongoing committee utilized to economically support the ACE and arts programs. The committee discussed this is a one to two year short term goal.

- 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 mentioned he will identify properties around the surrounding ACE Center that are unoccupied for future expansion of the downtown area. The 2040 Coordinator also mentioned this can be added to the city's comprehensive plan updating so that the consultant can identify other properties. The committee agreed that this is a five year term goal.

The committee discussed inviting the Edinburg Economic Development Corporation (EEDC) Executive Director Raudel Garza to the next meeting to discuss how the EEDC can support these property acquisition efforts.

- 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.

According to the committee, this goal could be completed within six months to one year.

- 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 2040 Coordinator provided an update from discussions with Assistant City Manager Jesus Saenz and mentioned that staff would need to verify prerequisites for a Cultural Arts District Designation. It was also mentioned that an advisory board or committee could be established for this goal. The committee discussed this goal could be completed within six months to one year.

- 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. It was mentioned that guidelines and project costs would need to be identified in order for the city to budget for this goal. The committee discussed this goal could be completed within one to two years.

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

The 2040 Coordinator will discuss with Assistant City Manager Jesus Saenz regarding the budget and process for a study and inventory of resources. The committee discussed this goal could be completed within five to 10 years.

III. OTHER BUSINESS

The 2040 coordinator asked the committee to each think of longer term goals that can range from 10 to 20 years for completion. For instance, a long term goal the committee briefly mentioned was developing a Transportation & Children's museum in Edinburg.

The committee was asked to brain storm their long term goal(s) and provide them to the 2040 Coordinator by Friday, April 28.

The committee discussed scheduling a tour of the city's cultural arts district including the Amphitheater, ACE property, and Edinburg Municipal Auditorium (EMA). The committee asked the 2040 Coordinator to look into scheduling the tour and communicate with the committee the proposed tour date.

IV. ADJOURNMENT

The meeting adjourned at 1:30 PM.