

EDINBURG 2040

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

JULY 18, 2024

REGULAR MEETING

12:00 P.M.

Arts/Culture/Historic Preservation - Meeting Minutes 07/18/24

People in Attendance:

- Byron Lewis - Chair
- Dr. Francisco Guajardo - Committee Member
- Dr. Jeffrey Ward - Committee Member

Departments in Attendance:

- Letty Leija / Magdiel Castle - Library/Cultural Arts
- Carlos Garza – Edinburg EDC

II. COORDINATOR'S REPORT

- Introduced new 2040 Coordinator.
- Coordinator discussed All America City, thanking committee for their continued service.

III. UPDATE REGARDING COMPREHENSIVE PLAN

- Discussed comprehensive plan; committee focuses on action.
- Committee would like to see funding outcomes of prior actions and updates on goals.
- Formation of the downtown committee was highlighted.
- Discussion on the city's identity and vision for the downtown corridor with an emphasis on long-term planning and strategic development. (reference to the successful model of Sugarland's town center planning.)
- Emphasized that 2040 Goals & Comprehensive plan should be a living document to ensure completion and funding of objectives.
- Emphasized the importance of investing in the arts to sparks commercial/tourism development that can potentially act as a funding mechanism for infrastructure projects.

IV. DISCUSS AND CONSIDER COMMITTEE'S GOALS AND STRATEGIES

- Goals should be centered on the city's desired identity. (Noted the university's bold risks as an example of necessary strategy.)
- Recommended prioritizing funding for three districts to be overseen by a city department.
- Requested meeting with committee chairs to discuss new/revised goals and objectives.
- Emphasized making 2040 goals and objectives a necessity for the city's development.

V. OTHER BUSINESS

- Committee chair wishes to meet with other committee chairs for discussions.
- Committee discussed the possibility for 2040 quarterly reports to the city council by the coordinator to present top items and their status as a means to keep 2040 at the forefront.
- Discussed the preference for noon meetings.

VI. ADJOURNMENT

- Meeting adjourned.

Action Items:

1. Edinburg 2040 Committee: Coordinate/Present to the Cultural Arts Board regarding the creation of an Arts Corridor Steering Committee.
2. Edinburg Library: Forward capital outlay requests to the 2040 Coordinator for presentation to the 2040 chair.
3. Edinburg 2040 Coordinator: Organize a meeting with other committee chairs to discuss goals and objectives.