

# Quality of Life, Arts & Culture Committee Meeting Record

The Quality of Life, Arts & Culture Committee meetings are recorded. Agenda materials are available online at [www.dallascityhall.com](http://www.dallascityhall.com).

**Meeting Date:** October 18, 2021

**Convened:** 9:00 a.m.

**Adjourned:** 10:25 a.m.

**Committee Members Present:**

Adam Bazaldua, Chair  
Chad West, Vice Chair  
Carolyn Arnold  
Paula Blackmon  
Omar Narvaez  
Paul E. Ridley  
Casey Thomas, II

**Committee Members Absent:**

**Other Council Members Present:**

**Presenters:**

Jennifer Scripps, Director, Office of Arts and Culture  
Crystal Ross, Deputy Director, Park & Recreation Department  
Lisa McClendon, Special Events Coordinator, Park & Recreation Department  
Craig Davis, President & CEO, VisitDallas

## AGENDA

Call to Order (9:00 a.m.)

**A. Approval of the September 20, 2021 Meeting Minutes**

**Presenter(s):** Adam Bazaldua, Chair

**Action Taken/Committee Recommendation(s):** A motion was made to approve the minutes for the September 20, 2021 Quality of Life, Arts & Culture Committee meeting.

Motion made by: Omar Narvaez  
Item passed unanimously: X  
Item failed unanimously:

Motion seconded by: Paula Blackmon  
Item passed on a divided vote:  
Item failed on a divided vote:

**B. FY 2021-22 Cultural Organizations Program Recommendations**

**Presenter(s):** Jennifer Scripps, Director, Office of Arts & Culture

**Action Taken/Committee Recommendation(s):** The Committee discussed: FY21-22 Funding Recommendations. Increased funding for specific areas of the City. Big Thought and the Dallas Theater Center funding. Limitations placed on this funding. A motion was made to move item forward to full City Council with committee recommendation.

Motion made by: Omar Narvaez  
Item passed unanimously: X  
Item failed unanimously:

Motion seconded by: Paula Blackmon  
Item passed on a divided vote:  
Item failed on a divided vote:

**C. VisitDallas Arts & Culture Marketing**

**Presenter(s):** Craig Davis, President and CEO, VisitDallas

**Action Taken/Committee Recommendation(s):** The Committee discussed: Communication and relationship between VisitDallas and the Office of Arts and Culture. Usage of billboards and geographic limits for TPID. The mechanism in place to assess the success of the VisitDallas marketing program.

Motion made by:  
Item passed unanimously:  
Item failed unanimously:

Motion seconded by:  
Item passed on a divided vote:  
Item failed on a divided vote:

**D. Outdoor Adventures at Samuell Farm**

**Presenter(s):** Crystal Ross, Deputy Director, Park & Recreation Department; Lisa McClendon, Special Events Coordinator, Park & Recreation Department

**Action Taken/Committee Recommendation(s):** The Committee discussed: Samuell Farm's capacity. Counselor in training program and transportation services. Accessibility to the public and organized events. Corporate team building events and marketing strategies.

Motion made by:  
Item passed unanimously:  
Item failed unanimously:

Motion seconded by:  
Item passed on a divided vote:  
Item failed on a divided vote:

Adjourn (10:25 a.m.)

**APPROVED BY:**

**ATTESTED BY:**

**Adam Bazaldua, Chair**  
**Quality of Life, Arts & Culture Committee**

**Juan Garcia, Coordinator**  
**Quality of Life, Arts & Culture Committee**