

Memorandum

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CITY SECRETARY
DALLAS, TEXAS



CITY OF DALLAS

DATE June 13, 2014

Honorable Members of the Arts, Culture & Libraries Committee:

TO Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis,
Jennifer S. Gates

SUBJECT Arts, Culture & Libraries Committee Meeting Agenda

Monday, June 16, 2014, 3:00 p.m.

Dallas City Hall - 6ES, 1500 Marilla St., Dallas, TX 75201

The agenda for the meeting is as follows:

1. Call to Order Philip T. Kingston
Chair

2. Approval of May 19, 2014 Minutes Philip T. Kingston
Chair

3. Summer Programs at Dallas Public Library Jo Giudice
Director of Libraries

4. Briefing Memo: Facility Lease –
The Black Academy of Arts and Letters Ron King
Director, Convention & Event
Services

5. Adjourn Philip T. Kingston
Chair

A handwritten signature in blue ink, appearing to read 'P. Kingston'.

Philip T. Kingston
Chair

DATE June 13, 2014
SUBJECT Arts, Culture & Libraries Committee Meeting Agenda
PAGE 2 of 2

cc: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Daniel F. Solis, Administrative Judge
Rosa A. Rios, City Secretary
Craig D. Kinton, City Auditor
Ryan S. Evans, Interim First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager

Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
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Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Shawn Williams, Interim Public Information Officer
Elsa Cantu, Asst. to the City Manager – Mayor and Council

NOTICE: A quorum of the Dallas City Council may attend this Council committee meeting.

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. Contemplated or pending litigation or matters where legal advice is requested of the City Attorney. Section 551.071 of the Texas Open Meetings Act.
2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.
3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.
4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.
5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the Texas Open Meetings Act.

Arts, Culture & Libraries Committee Meeting Record

DRAFT

Meeting Date: May 19, 2014

Convened: 3:03 p.m.

Adjourned: 4:20 p.m.

Members Present:

Philip T. Kingston, Chair
Monica R. Alonzo, Vice Chair
Jerry R. Allen
Jennifer Staubach Gates
Vonciel Jones Hill
Carolyn R. Davis

Members Absent:

Briefing Presenters

Jo Giudice,
Director of Libraries

Jasmine Africawala, Community
Engagement Administrator, Dallas
Public Library

Maria Munoz-Blanco,
Director, Office of Cultural Affairs

Staff Present:

Joey Zapata, Maria Munoz-Blanco, Jo Giudice, Jasmine Africawala, Eric Izuora

Special Guests

AGENDA:

1. **Approval of April 21, 2014 Minutes**

Presenter(s):

Information Only:

Action Taken/Committee Recommendation(s):

A motion was made to approve the minutes of April 21, 2014.

Motion made by: Jerry R. Allen

Motion seconded by: Monica R. Alonzo

Item passed unanimously:

Item passed on a divided vote:

Item failed unanimously:

Item failed on a divided vote:

2. **Literacy at Dallas Public Library: Past, Present and Future**

Presenter(s): Jasmine Africawala
Jo Giudice

Information Only:

Action Taken/Committee Recommendation(s):

This briefing provided the committee an overview of literacy enhancement programs at the Dallas Public Library.

Committee members requested that staff provide a concise description of funding strategies to increase library hours for FY 14-15, as well as a continued focus on decreasing waiting lists for adult literacy programs.

3. **Overview of the City of Dallas Public Art Program**

Presenter(s): Maria Munoz-Blanco

Information Only:

Action Taken/Committee Recommendation(s):

This briefing provided the committee an overview of the Public Art Program policy, procedures, and outcomes. The briefing also sought the committee's input to guide the Cultural Affairs Commission's review and updates to the Public Art policy for FY15-16, and discussion of strategies for the ongoing maintenance of the public art collection.

Councilmember Philip T. Kingston
Chair

Memorandum



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DATE June 13, 2014

TO Honorable Members of the Arts, Culture & Libraries Committee:
Philip T. Kingston (Chair), Monica R. Alonzo (Vice Chair), Vonciel
Jones Hill, Jerry R. Allen, Carolyn R. Davis, Jennifer S. Gates

SUBJECT Summer Programs at Dallas Public Library

The attached briefing will be presented to the Arts, Culture & Libraries Committee on Monday, June 16, 2014.

If you have questions or need additional information, please contact me.

A handwritten signature in black ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

Attachment

C: Honorable Mayor and Members of the City Council
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Jo Giudice, Director of Libraries

Summer Programs at Dallas Public Library

Presented by

Jo Giudice
Director of Libraries

Melissa Dease
Youth Services Administrator

Arts, Culture &
Libraries Committee

June 16, 2014



Key Summer Programs

- Mayor's Summer Reading Club (MSRC)
- STEAM programs
- City of Learning
- Programs by our partners
- Adult programs
 - Points Summer Book Club
 - SMU Summer Author Series



Goals for Summer Programs

- More kids in the library – keep them engaged!
- Parents looking for something FREE to do with their kids
- Educational enrichment





MAYOR'S
**SUMMER
READING CLUB**
DALLAS PUBLIC LIBRARY

- Established in the 1970's
 - Branding with the Mayor's office began in 1993
 - More than 250,000 children have participated over the years
- Participation increases every year
- 2013
 - 37,681 registered – an 85% increase
 - Added adult component – 3,175 participated



MAYOR'S
**SUMMER
READING CLUB**
DALLAS PUBLIC LIBRARY

- June 7 to August 2
- Kids (ages 7-18) read 5 hours a week to get the incentive
 - younger kids read 3 hours a week
 - report hours online or at the library
 - option to write anonymous reviews
 - talk to librarian about reading and reading comprehension
 - incentives include coupons and discount tickets to restaurants, museums and events including the circus, the Mesquite Rodeo, the Nasher, the Dallas Zoo, LEGOLand, the SMU Meadows Museum
 - grand prize drawings for kids who log hours 6 out of 8 weeks
- Adults log the title of each book they read and write a short review
 - each book logged = 1 entry in the prize drawings
 - held at 4 weeks and 8 weeks
 - prizes include hotel stays, restaurant gift cards, theater tickets

MSRC Programs

(made possible by The Dallas Foundation)

- two performers per branch
 - Magic
 - Puppets
 - Animals
 - Music
 - Art
- STEAM programs created and led by staff
 - Playing with Puppets
 - Dynamic Detectives
 - Totally Tie-Dye
 - Deep Sea Diver
 - LEGO Challenge
 - Colorful Chemistry
 - Crazy Catapults
 - Let's Play Music
 - Super Snap Circuits



THANK YOU TO OUR SPONSORS!



Donors: Carol and Steve Aaron; Judy and Phillip Askew; Emy Lou and Jerry Baldrige; Lucy and Henry Billingsley; Randal Brown; CBRE, Mara and David Deniger; Gina and Scott K. Ginsburg, Boardwalk Auto Group; Al G. Hill, Jr.; Herb Kelleher; Ashlee and Chris Kleinert; Lisa and Peter Kraus; Lincoln Property Company; Sarah and Alan Losinger; Mankoff Family Foundation; Honorable Anita N. Martinez; Alice and Erle Nye; Peter O'Donnell, Jr.; Sam Pack; Margot and Ross Perot; Deedie and Rusty Rose; Mrs. Harold Simmons; Gay and Bill Solomon; Mary and Mike Terry; and Shannon S. Wynne.

Weekly prize donors: Auntie Anne's Pretzels; Dallas Children's Theater; LEGOland; Ringling Bros. and Barnum & Bailey Circus; Benihana; SMU Meadows Museum; Texas Rangers; Chipotle; Nasher Sculpture Center; Dallas Zoo; FC Dallas; Mesquite Rodeo

Grand Prize donors: Al Biernat's Restaurant; AMC North Park 15; American Airlines Center; ASI Gymnastics; Bahama Beach; Billy Bob's Texas; Brinker International; Build-A-Bear Workshop; Casa Manana Theatre; Celebration Restaurant, Catering and Market; Chuy's Restaurant; Creative Arts Center of Dallas; Dallas Arboretum; Dallas Film Society; Dallas Marriot City Center; Dallas Museum of Art; Dallas Stars; Dallas Summer Musicals; Dallas Zoo; Fort Worth Zoo; Gene and Jerry Jones Family Foundation; HP; James Avery Jewelry; Jumpstreet; Ken's Man's Shop; Learning Express; LOOK Cinemas; Maggiano's Little Italy- North Park; Magic Time Machine; Medieval Times; Mesquite Arena; Neiman Marcus NorthPark; Perot Musuem of Nature and Science; Place at Perrys; Plano Symphony Orchestra; Pocket Sandwich Theatre; Richardson Bike Mart; SeaWorld San Antonio; Six Flags Over Texas; Speedzone Dallas; State Fair of Texas; Terillis Restaurant & Bar; Texas Motor Speedway; The Aaron Family Jewish Community Center of Dallas; The Dallas Opera; The Fairmont Dallas; The First Tee of Dallas; Theatre Three; Tootsies; YMCA

Dallas City of Learning



All summer programs for children at Dallas Public Library are posted on www.dallascityoflearning.org for parents and kids looking to find educational and fun activities this summer.

Certain learning activities are issued digital badges, a simple emblem that represents completion of a particular program and the skill learned in that program.

Kids can register with the Dallas City of Learning and collect these badges as a “report card” for their summer education.

Dallas Public Library will issue digital badges for 11 different programs, including summer reading and the STEAM programs.





Summer Reader



Forensic Science



Simple Machines



LEGO Builder



Discovery



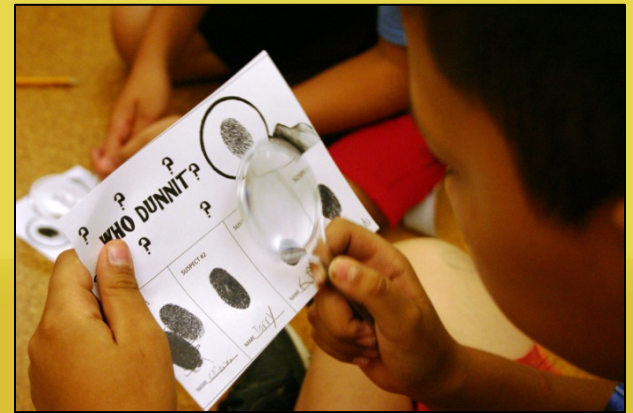
Acids & Bases



Rhythm



Snap Circuits



Puppet Theater



Deep Sea Diver



Tie-Dye

Partners

- Perot Museum of Nature and Science
- Big Thought/Library Live!
- YMCA
- Junior Players
- Shoulders of Giants
- Dallas Children's Theater
- Dallas Museum of Art
- Southwest Dairy Farmers



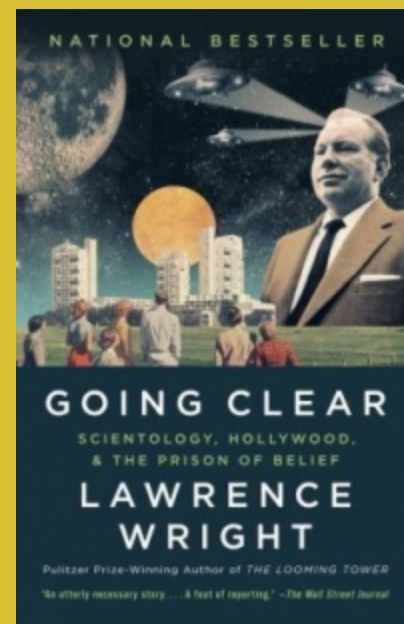


Points

The Dallas Morning News
dallasnews.com

Points Summer Book Club

- cross-promotional opportunities to increase adult participation in MSRC through *The Dallas Morning News*
- engagement of our book club members as bloggers
- tie-in with the Mayborn Literary Nonfiction Conference
- Q&A event with author July 20
 - author is a Dallas native





SMU Summer Author Series

MEADOWS MUSEUM &
FRIENDS OF THE SMU LIBRARIES

- Alan Elliot, *Legendary Locals of Oak Cliff*
6:30 pm June 26, North Oak Cliff Branch
director of the Statistical Consulting Center
- Eric Bing, *Pharmacy on a Bicycle*
1:30 pm July 24, Lochwood Branch
professor of global health
- Jeffrey Kahn, *Mrs. Shipley's Ghost*
6:30 pm August 7, Preston Royal Branch
professor of law
- David Haynes, *A Star in the Face of the Sky*
6:30 pm August 21, Audelia Road Branch
professor of creative writing

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TO Members of the Arts, Culture and Libraries Committee:
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SUBJECT Facility Lease Contract – The Black Academy of Arts and Letters

On June 16, 2014 the Arts, Culture and Libraries Committee will be presented with the proposed lease contract for The Black Academy of Arts and Letters (TBAAL) for consideration. TBAAL, a nonprofit corporation is dedicated to preserving and promoting the arts and letters of African Americans.

The purpose of the lease agreement is to designate facilities for TBAAL to continue to promote multi-discipline cultural and educational programs to the general public furthering its mission. On January 27, 1999 the Dallas City Council authorized the City Manager to enter into an agreement with TBAAL for use of portions of the Convention Center Theater complex. An original lease term of 15 years as well as subsequent renewals has been approved by the City Council; the current lease has now expired.

An overview of the significant points of the proposed contract can be found attached. Additionally, as with all City agreements, the City shall have the right to terminate for convenience.

Please contact my office should you have any questions.



Forest E. Turner
Assistant City Manager

[Attachment]

Cc: The Honorable Mayor and Members of the City Council
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Facility Lease – The Black Academy of Arts and Letters (TBAAL) Proposed Lease Terms

As TBAAL has elected to seek approval of a new lease agreement; the new agreement is proposed to include the following significant terms:

- Initial thirty (30) year term; plus two (2) five (5) year extension options subject to Council approval.
- Rents: (i) Fixed Annual Gross Rent at rate of \$135,000 (ii) Upon City's completion and delivery to TBAAL of the proposed additional space the Fixed Annual Rent rate will increase from \$135,000 to \$155,000, payable in monthly installments. Annually, \$20,000 of the applicable rents allocation received from the Office of Cultural Affairs shall be allocated by the Convention Center directly to TBAAL's credit for items necessary to support its cultural and educational programming.
- TBAAL shall be authorized to schedule up to a maximum of 275 days of theater use per year, with additional dates subject to availability. TBAAL's "performance season" begins Sept. 1st of each year and ends August 31st of the following year. Scheduled days include performance, rehearsal, set up, and other performance support days.
- Because the primary funding source of TBAAL's rent and building related operating budget is the annual OCA allocation approved by City Council, the Fixed Annual Gross Rent rate will be subject to adjustment so that TBAAL's rent obligation shall be capped not to exceed the annual OCA facility allocation for TBAAL approved by the City Council.