

**MINUTES**  
**Troutdale City Council – Work Session**  
**Troutdale City Hall – Council Chambers**  
**219 E. Historic Columbia River Hwy.**  
**Troutdale, OR 97060-2078**

**Tuesday, November 25, 2014**

**1. Roll Call**

Mayor Daoust called the meeting to order at 8:55pm.

**PRESENT:** Mayor Daoust, Councilor Ripma, Councilor Anderson, Councilor Thomas, Councilor White, Councilor Allen and Councilor Wilson.

**ABSENT:** None.

**STAFF:** Craig Ward, City Manager; Ed Trompke, City Attorney; Debbie Stickney, City Recorder; and Erich Mueller, Finance Director.

**GUESTS:** None.

**2. A discussion on the Mayor's Arts Initiative**

Mayor Daoust stated Rip Caswell, Claude Cruz, myself and a few others started talking about an arts initiative and arts funding. I felt it was necessary for the Council to get up to speed with what we have been talking about. In your packet there is some information that was provided by Rip Caswell, as well as a copy of our current resolution that establishes our art acquisition policy from 2001.

Councilor Thomas asked the Mayor to share what his vision is for this.

Mayor Daoust replied it is a shared vision. As Mayor I would like to see our City as an art destination, not only for artists to come here to practice their art, but also to make the City more attractive as an art location.

Rip Caswell, owner of Caswell Gallery, stated this also culminated during the Downtown Visioning session where art really came out as a focus.

Mayor Daoust stated when you see a bunch of ideas and you hear what people are saying they like in a city, and when I travel to other cities and see what they have and what people are attracted to, I wanted that for Troutdale. I think art is a big part of making a city attractive. It can help the city economically by bringing more people into the City, and I would also like to nurture artists.

Rip Caswell stated I don't know if the Council realizes how many artists we have in our community and how many arts organizations, people that make a living in the arts, and people that employ other artists; we have a very strong nucleus here of talented people. A few of them are here tonight and I would like to ask all of the artists in attendance to introduce themselves.

- Nancy J. Smith, professional nature photographer
- Donna Irwin, owner of Columbia River Gallery, professional picture framer
- Paris Foley, Art Director for Adult Learning Systems, and has art in Columbia River Gallery
- Loree Harrell, abstract inks and wood stains
- Jim Kunz, resident of Troutdale, water colors, oil paintings and woodblock prints
- Claude Cruz, Marco Polo Design, art glass
- Penny Cruz, partners with Marco Polo Design, and working at Caswell Gallery
- Jeremy, figurative sculpture, freelance commission work
- Chad Caswell, business owner in Troutdale, completed his first bronze monument in McMinnville, Oregon honoring WWII Veterans
- Alison Brown, University Mascot Bronze Sculptures, she is building a new studio in Troutdale on Historic Columbia River Highway
- Jordan McGee, grad student from Loyola University of Chicago, mentoring with Rip Caswell
- Joe Kitzmiller, resident, studied art in college, part of the Art Center with Alison's new studio

Rip Caswell stated Bob Taylor is a Troutdale resident and was one of my first customers. I would like Bob to tell you what art means to him.

Bob Taylor stated I love art and I collect it. I think there is a connection between public art and the feeling that it gives us all. Art starts with a feeling that it gives you; there is an emotional connection between art and how it makes you feel. All of the feelings that art gives you are very positive; they are never negative. The question is why should a city spend its limited resources on art? This brings me back to the feeling that art gives us. Art in our homes or in a public domain has virtually the same effect on us; it makes us feel good. When you combine Troutdale's plethora of public art and its natural beauty and the wonderful galleries, antique shops and restaurants, Troutdale becomes a destination for people who want to enjoy life and get the most out of life; a place where beauty is the rule not the exception.

Rip Caswell stated I think our Arch is a spectacular thing that we accomplished. It was a wonderful culmination of people's talents. I came up with an idea to span the road with an arch, but one person couldn't do this alone. All of the talents that came together from the construction folks, the City, the Mayor and everyone rallied together and we created something really special that I think we can all be proud of. I think we have an opportunity to do a lot more of that.

Rip Caswell showed the Council a PowerPoint Presentation (attached as Exhibit A).

Rip Caswell stated Jordan has created a sculpture called Riverbend which is a 3' trout that is perfect for Troutdale. Jordan is willing to gift this to the City for just the cost of the casting in an effort to gain public recognition, build his career and be able to have a piece of art out there that he can point people to that shows what he can do. When you go out for these calls to artists you have to have examples of what you have done. If you don't have these examples then no one has the vision to invest in you. If we can help a young artist student just out of college get his first public piece of art in Troutdale that will serve him for his career. In return the City gets an amazing piece of art for just the casting cost. It is a great opportunity that I think the City should figure out a way to fund. Jordan has went around the town and found different locations where this sculpture might fit (shown on slides 19-22).

Rip Caswell stated the Sam Hill & Sam Lancaster monument is an opportunity I am bringing before you (slide 23). I feel that the visionaries of our past need to be celebrated. We are coming up on the 100 Year Celebration of the scenic highway and I would love to do a monument of Sam Hill & Sam Lancaster at the corner of my property marking Mile Marker 0. The Arts Center is on the East side and Caswell Gardens on the left (see slide 24). At the point in the center is the location we have identified that the City either owns or the County owns. We have got approval to use the property. I think we are ready to get a green light to move forward on this, I just need your approval to start developing that site. How do we fund this? A couple of ideas include a public and private partnership and fund raisers. I would like to see us enact a 1% to 2% for the arts; any public building that is built you add to it a percentage for public art within that building or within the grounds of the building. This is a very common thing that cities do. If we could dedicate the Metro tax (community enhancement fee) to the enhancement of public art, what a difference we could make in our community. These funds would go towards purchasing and commissioning the works of fine art. All costs associated, including pedestals, lighting, and installation would be included in the budget.

In talking with Craig Ward he suggested that maybe the Parks Advisory Committee or the Historic Landmark Commission would take this on, and based on the budget for the year the committee would send out a call to all of the local artists from a roster created for proposals asking them to include their best priced budget and concepts. The committee would screen the proposals and present their recommendation to the City Council.

We are asking the Council to support the arts. This year the goal would be to find a source to fund Jordan's Trout (the casting cost of \$4,900), find a sustainable funding source for the continuing acquisitions of public art, begin the process of site improvements on the Troutdale Visionary Park, and enact a 1% for any future improvement projects of the City. The goal for the 2016 Centennial is to try and complete the Visionary Park East Entry Monument of Lancaster and Hill.

Councilor Anderson stated Rip this is amazing. It is a plan, it's a vision, it's funded; it is everything that you need. Yes this did come out in our visioning workshop and yes we need to do this. We have to do this as written. The funding mechanisms that Rip has put

into place using the Metro “thank you” tax for the transfer station is a good place to start. The only concern I have is the 1% to 2% for city buildings. The only city building that may be coming down the line is a city hall, and I don’t know that it will come to fruition for five or ten years and I don’t want to wait. We have a resolution here that was adopted unanimously in 2001 which at the time thought that it was a great idea to use the Parks Advisory Committee. I don’t see why we need to reinvent the wheel; this is a great idea with great leadership. It is a must.

Councilor Thomas stated the idea of having the Trout direct folks to municipal court, that was kind of the second part of what we brought forward when we talked about the Arch, which was having Sturgeon and Salmon swimming upstream coming up Frontage Road, over Graham Road and over the bridge. I also agree that the Metro “thank you” tax (community enhancement fee) ought to be dedicated to that. I like your idea of having proposals submitted. I think it is a good idea. I don’t see a lot of advantage to adding a 1% to 2% onto public improvements.

Councilor Wilson stated Forest Grove uses a portion of their enhancement fee to help fund art projects. There are some components to it that have some restrictions, but we can work through all of that and make some things happen here. I have always appreciated your art work. I am in support of doing this. I think the enhancement fee is our best mechanism to help start funding this.

Councilor Allen stated I had a friend who was showing me a hotel that he was building and it has this impressive open area with beautiful art. I said to him, you are the cheapest guy I know, you invite me to breakfast and you have me pay for it, why are you building such a lovely area when you could have twenty more rooms. He said, I could have twenty more rooms but nobody would want to be here. It has to do with making Troutdale a place where people want to be. I support what you are doing here.

Councilor Anderson asked do we have a consensus to move forward on this?

Councilor Ripma stated I think we should check on the enhancement fee and how we can put that money towards this use; make sure that we can.

Councilor Allen stated I would support working in that direction.

Councilor Ripma stated lets have staff look into what is needed to set it up so that it could be used this way. I am totally for this.

Councilor Wilson stated I can get copies of what the other two cities are doing.

Mayor Daoust stated Claude has some more information that we need to listen to. There was a small group already formed, Visionary Friends of Troutdale, that has met three times focusing on the Sam Lancaster & Sam Hill Monument. That really needs to happen. I agree with the points that Rip made (shown on the last slide) of finding a source to fund the casting costs for Jordan’s Trout and to begin the process of site improvements of

Troutdale's Visionary Park. We have talked to Multnomah County already. Steve Gaschler, Public Works Director, is working on the site improvements and what the City can do to create that park. As far as who manages the community enhancement fee, I know our resolution says the Parks Advisory Committee, but maybe we need to discuss that more. There is the Historic Landmarks Commission, the Chamber, or a new art committee that we could form. I think we need to discuss that and possibly change the resolution that was adopted 13 years ago. I agree with all of the points that Rip asked for Council support on, and it appears there are a bunch of nodding heads.

Craig Ward stated we will schedule a work session on the Metro community enhancement fee and how we can orient that program towards an arts focus.

Claude Cruz stated I came prepared with a presentation (copy of the presentation was provided to the Council, and is included in the packet) but I am going to spare you the details. Rip and I have talked about this. When you bring art into the city it also encourages artists to be here. The direction that I was thinking of is making this a more welcome community for artists. We have 1,500 artists in the gorge and many of them locally. What can we do to encourage them to produce their art here, sell their art here, and do show and tells? A couple of things came to mind readily. One is some sort of an artist work space. It doesn't have to be couched as a co-op, but if it is done right it can be made largely, if not completely, self-funding. Although I think there could be some sort of a collaborative effort between the artist community, the City and potentially the Chamber which focuses heavily on the arts as a draw for tourists. There is a synergy there that we need to figure out how to play to. When our space started to become available Penny and I started to think about whether or not it could be repurposed to bring an artist user community there rather than another hair salon. Part of the analysis that I did was looking at allocating part of that space for display and sales and part of it for work space that could also serve as artist show and tell. We get tremendous foot traffic there much of the year. At one point Rip had pointed out that it looked like there was some inexpensive larger property available at the airport; that may or may not still be the case. We would love to have facilities to bring Rip's foundry back here. I think something that the Chamber can help with is an annual arts event, eventually scaling up over time to something really consequential like what they are doing in Loveland, CO.

What I am proposing will require some creative thinking between the Council, the Chamber and the artists. If we do an artists' space and we mount an annual artists' event how do we handle the logistics and how do we handle the funding? I see excellent synergy for both of those with the Chamber's interest as well because many of our businesses are tourist related. I know we can get a good head of steam up on the Chamber Board to make that happen. I don't know we could sign up to manage an artist space ourselves. I think that needs to be professionally managed, but perhaps on a contract basis with the City we could find the right person and I could superintend them to make sure the train stays on the tracks. There are ways to get there and this is the first blush on this with the rest of you. I have been talking to the Mayor for some time and to Craig for some extent. We need your creative thinking and if it makes sense to you lets find out how to get there. I see this as a package deal. We can do this in a phased approach.

Councilor Thomas stated I don't have any questions other than there is a huge price tag, which you didn't expand on. You are talking about subsidies and I have a real challenge with that. One of the things in your proposal was potentially raising the hotel/motel tax.

Claude Cruz stated or getting a bigger slice of that pie.

Councilor Thomas stated that is not something that the hoteliers want to support at this point. The other part is that you are asking for City support for private business. A complaint that I hear is that we spend too much money on downtown and we don't do anything to address the outside areas. That has been one of my complaints of the Chamber; they are not really addressing the Troutdale Commons, Frontage Road, etc. I want to make sure that what the taxpayers are paying for gets them the value they need. When they are funding one area, after a while that rubs them wrong. I would love to see the artists supported but I think there are other ways to do it besides using public funds.

Claude Cruz stated I am all for creative thinking. You raised two separate points. One is the Chamber really has focused on the downtown and we are a west end of the gorge chamber, but the reality is that Troutdale is the one who funds us so far, so of course you are going to get the lion's share of our attention. As far as our focus on downtown, that is the area that the tourists population sees. It is our marketability. Maybe we can broaden that over time. For something like artist show and tell, yes it might benefit some of the more outlying areas of the community to put a studio in there but who is going to visit it. It is virtually a death sentence.

Councilor Thomas stated it is more about business development. I wouldn't expect you to put a studio on the south end of Troutdale. What I expect you to do as a Chamber is to help build business in those empty areas.

Claude Cruz stated you are absolutely right; we will need to focus on that. My question to you is do you see merit in the basic idea of more focus on artists and using that to enhance tourism? How we get there in a way that is deemed fair is another matter, and then how we fund it is yet another discussion.

Councilor Thomas stated I like the concept, the funding is what I have a problem with.

Councilor Anderson stated you hit the nail on the head. You said this is something farther down the line that you can begin looking at right now. I am going to need more time to review it. Rip's proposal is actually getting us off the ground. Rip's proposal is that we stop talking about it and we are now doing it and when we do it then we can see what kind of results that generates. A lot of the results that you talked about Claude might be generated by doing this. It may or may not. We may need to expand on it and we may not, we don't know. What we don't know is what it is going to look like unless we get started. Vision without action is worthless. We have the vision, this Council leads to the action and we need to watch the results and we need to keep in contact with you and

make sure the Chamber is working generally along with this, and then if and when the City needs to jump in that is when we have that discussion.

Claude Cruz replied I am not sure where we will take it unilaterally. This has been largely my effort and my vision. I can only carry it so far on my own. Basically if there is no willingness to engage on the part of the Council I am probably not going to push.

Councilor Anderson asked so you need a willingness to engage right now?

Claude Cruz replied no. To the extent that I don't get that right now it will probably just languish as it has since about mid-summer.

Mayor Daoust stated I think we agree that it is going to be multiple facets to make Troutdale an arts destination. It is going to be multiple things not just funding art. It may include an art event. As far as asking for the Council's support, I saw a bunch of shaking heads with the five points that Rip brought up and we will get to the other facets. We will schedule a work session around the community enhancement fee because we need to nail down how we are going to manage that money and how much goes towards the arts. I saw some agreement here with Rip's points and the use of the community enhancement fee. I think we should get two of Jordan's castings.

Councilor Wilson asked how do we go about getting Jordan's castings?

Mayor Daoust replied I don't know what the timing is on that, and how that would fit in to the community enhancement fee.

Craig Ward stated keep in mind that they won't start collecting the Metro community enhancement fee until July. My guess is that the Trout would be long gone by then. If you want to proceed we certainly don't have money budgeted for this, but we always have contingency and if it is the Council's direction I would be happy to meet with Erich Mueller and find out how to go about dedicating \$4,900 for that purpose.

Councilor Wilson asked should I make a motion?

Mayor Daoust replied you don't need to make a motion if I see a majority of shaking heads for the \$4,900.

Craig Ward stated we do have a public art acquisition policy. There is a process and until we amend it that is the existing policy and we probably should proceed to activate that plan and bring it to the Parks Advisory Committee.

Councilor Thomas stated the first goal of that policy is to encourage the acquisition of public art works which enhance and are appropriate to and consistent with specific public sites in the City which are high artistic quality and which contribute to the City's image, history and culture.

Craig Ward stated the first thing that I think Jordan needs is our commitment to spend \$4,900 and then we can talk to the Parks Advisory Committee about where that art should be located.

Councilor Wilson stated lets move forward.

No objection was voiced.

Mayor Daoust stated we need to keep moving on the Visionary Park also because we have a deadline for that with the upcoming celebration of the highway.

Craig Ward stated I was hoping that it would come up in the budget work session because Rip has confirmed for me that the cost to us for the statue is \$100,000, which is not in the current budget. The rough estimate that I received from Steve Gaschler, Public Works Director, for the site improvements and the base is probably another \$60,000. That brings the total up to \$160,000. The Council will clearly recall the direction given to staff in preparing the budget to use no more than \$150,000 of reserves total for the general fund for this year. In order to get this project done we could spread expenses over a couple of years. We are proceeding with the expectation that Council wants that, but that doesn't mean that it is budgeted. We need to discuss this with the Budget Committee and how we go about doing that. We haven't had that conversation previously.

Mayor Daoust asked are you recommending that we bring this up next week at the budget committee work session?

Craig Ward replied I think it is perfectly appropriate to bring it up and I fully expected that we would have some sort of free flowing discussion about other things that ought to be funded and other Council goals.

Mayor Daoust asked Rip Caswell if he is available to attend the budget meeting on December 2<sup>nd</sup>?

Rip Caswell replied yes.

### **3. Adjourn:**

Meeting adjourned at 10:10pm.

**Doug Daoust, Mayor**

**Approved January 13, 2015**

**ATTEST:**  
**Debbie Stickney, City Recorder**

*Exhibits referenced in these minutes can be obtained from the microfilmed meeting packet or the microfilmed copy of the minutes.*