

Agenda
Sherwood Cultural Arts Commission
Tuesday, November 16, 2004
7:00 pm
Sherwood Fire Station (655 NE Oregon Street)

NOTE: Citizens are offered an opportunity to speak on any subject of their choosing other than items on the current agenda.

1. Adjustments to Agenda
2. Approval of Minutes
3. Preview Halloween Event
4. Old School House Update
5. Non-profit foundation report/update
6. Council updates
7. Marketing packet update
8. Arts Festival
9. Wine and Cheese Festival
10. Other
11. Adjourn

Minutes from Cultural Arts Commission Meeting

November 16, 2004

Approved

The meeting began at 7:00 pm, Present at the meeting were;

Robyn Folsom
Shelly Lamb
Lisa Thoele
Karen Mathews
Marilyn Smith
Bernie Danylchuk
Tammy Gilley

City Representatives;

Kristen Carey	Staff
Dave Grant	City Council

Meeting called to order

Meeting was called to order at 7:10 pm.

Adjustments to Agenda

Kristen asked to discuss Music on the Green sponsorships during "other".

Approval of Minutes

Shelly motioned to approve the October '04 meeting minutes, Lisa Thoele seconded, all in favor. Motion passed.

Review Halloween Event

Robyn mentioned the posters were great, Karen did an awesome job. There was some interest from people to purchasing posters. Commission members suggested selling the posters at Music on the Green in the SCAC booth.

Notes for future Halloween event: 1) Have specific timelines for individual events, IE costume judging. People arrived in costume to find they missed the contest judging. 2) The Haunted House appeared to be the #1 attraction, it was suggested to have the haunted house open for two nights and charge an admission fee. It was also suggested to use the Smock House due to the basement in the Morback house not being available because of the Train Attraction. 3) There was a problem with downtown merchants not being open for business and not participating in the event. Robyn was distributing candy to kids at the event as she passed by them on the street, no Trick or Treating established at the local businesses. 4) Suggestion to keep the window paintings up for 2 weeks rather than 1 week, the window painting event was well received.

The American Legion was very excited over the event and offered their building if it rained. The movie had approx. 50 people. The Painted Plate was very generous in offering \$90 in prizes for the Window Painting contest, the winners were very excited to

receive the prizes. Godfather's Pizza also offered free Pizza coupons as prizes. There was very little other sponsorship/donations from local businesses. Robyn will keep notes of the event, please forward comments and suggestions to Robyn via e-mail.

Old School House Update

Dave led this discussion with the forming of a non-profit 501C3. He informed the committee that he spoke with Colleen Reed, from the Sherwood Institute for Sustainability, and concluded that the SCAC could use the Institutes current status or form their own 501C3. Dave informed the group that he received a lot of information from Colleen and it was suggested to have a professional Donor Management type of program. We must put together a program for grants. Discussion followed with hiring a consultant and the commission would conduct interviews and would do the hiring. It was suggested to include this in the Business Plan that will be submitted to City Council. It was suggested to have a fund raiser to help pay for the grant writer.

Dave also spoke with Don Genasci re: 1st and 2nd phases of construction of a Theater. Dave asked if the SCAC needs would be met with \$500,000 for upgrades. Open discussion followed with the number of theater seats, Dave would like to see 150-160 seats, Genasci suggested 140. Bringing in revenue could be a problem with space availability. Kristen mentioned there needs to be program space as well as theater space and class room space. Kristen mentioned the Lakewood Center and how they managed their programs.

Commission asked about City Council support. Dave noted a business plan needs to be developed showing phases and showing income. Discussion followed with the back of the facility and the 3rd floor being worked into the business plan in phases and could reduce the current amount of funds needed to get the building open for business. Dave thought that the building could reach build out by 2006, if funds were in place this would speed things along. Discussion followed with building the programs first using the Sr. Center and the YMCA and bringing in retail before the theater. This would allow for "building of programs" and generating revenue. Dave to put together a plan and have a special meeting set for 11/30 at Fire Station. Robyn mentioned she was aware of a business needing about 400 sq ft of space for a music facility. Commission is not sure of any available Urban Renewal funds for the facility.

Non-Profit Foundation Report/update: Lisa Thoele met with Shelly, Kristen and Robyn, concluding that the commission would form their own 501C3. Lisa suggested forming an advisory board and actual board. The SCAC and nonprofit could merge/partner as 501C3. Let Lisa know of your interest, comments and suggestions.

Council Updates: Dave Luman, Linda Henderson and Dan King are new Councilors. Keith Mays is the new Mayor. Linda held a seat on the Parks & Recreation Board and Dan has held seats on the Parks Board and most recently on the Planning Commission. Dave Heironimus still hold his seat on Council. The next SWAT meeting was mention, though the date has not yet been announced.

Marketing Packet Update: Current update is not available. Question was asked if the SCAC should renovate the Music on the Green sponsorship program, answer was Yes.. Brief discussion followed with having a "Title Sponsor" and a weekly "Presenting Sponsor". No refunds, no guarantees. Radio and the A&E have different weekly

advertisement. Karen and Kristen to work out the details and it was mentioned that there are other opportunities for businesses to sponsor events; Arts Festival and MCT.

Arts Festival: Held over for next meeting

Wine & Cheese Festival: Held over for next meeting.

Other: Robyn informed the group that she received a call from Linda Henderson re: her support of a resolution for the SCAC to keep the old PW facility on Meinecke Rd. rather than it going to the School District. Dave to talk to Ross about swapping the use of the Meinecke Rd. facility trailer for the High School PAC.

Robyn received notice of a group looking for a location to show films. Suggestion of sending an e-mail to local churches advising them of this opportunity and the type of films to be shown.

Robyn informed the group that the Sherwood H.S. Choir was hosting a choral group that was scheduled to perform 2 assemblies and 1 concert. They need help with advertising and securing a location to perform. January 29th is the scheduled date. Robyn asked if the SCAC should support this event? The H.S. students would sell the tickets.

Lisa Thoele shared information with the group re: Portland Center Stage and a program that would bring in play writers and film makers. The program would partly consist of showing a film and telling how it was made. This is a low cost program and a facility is needed. Lisa to research further.

Shelly informed the group that her son could build an InFocus machine for approx \$300. Kristen told Shelly it would need to be at least 4500 lumens.

The December meeting would be tentative at this time. The group to discuss a December meeting at the special meeting being held to discuss the Old School House.

Meeting adjourned.