

MEETING AGENDA

MEETING TITLE: Sherwood Cultural Arts Commission
DATE & TIME: Thursday, October 6, 2011 at **6:30PM**
LOCATION: Sherwood City Hall, 22560 SW Pine Street

ATTENDEES

Cultural Arts Commission

Doug Pedersen, Chair
Alyse Vordermark, Vice Chair
Ashley Marshall-O'Dell
VACANT

James Boscole
Judy Silverforb
Cydney Corl Hill
Jim Haynes
Kaelie Nielsen

Council Liaison

Robyn Folsom, City Councilor

City Staff

Kristen Switzer, Community Services Director
Denise Berkshire, Event & Volunteer Coordinator

Guests

AGENDA

1. Call to Order/Roll Call (Pedersen)
2. Adjustments to the agenda (Pedersen)
3. Approval of August minutes (Pedersen)
4. Cultural Arts Community Center Update (Switzer)
5. Missoula Children's Theatre (Switzer)
 - a. Report from 2011
 - b. Dates for 2012
6. Movies in the Park Report (Berkshire)
7. Discussion regarding mission and purpose of the Commission (Folsom)
8. Council Update (Folsom)
9. Other
10. Next meeting/adjourn



Sherwood Cultural Arts Commission MEETING NOTES APPROVED

MEETING TITLE	Sherwood Cultural Arts Commission
DATE & TIME	10.06.2011 6:30 PM
LOCATION	Sherwood City Hall—Community Room
FACILITATOR	Doug Pedersen
NOTES TAKEN BY	Denise Berkshire

ATTENDEES

Cultural Arts Commission	Council Liaison
X Doug Pedersen, Chair	X Robyn Folsom, City Councilor
X Alyse Vordermark, Vice Chair	
Ashley Marshall-O'Dell	City Staff
X James Boscole	X Kristen Switzer, Community Services Director
X Judy Silverforb	X Denise Berkshire, Event & Volunteer Coordinator
X Cydney Corl Hill	
Jim Haynes	
X Kaelie Nielsen	

VACANT

MEETING NOTES

- 1. Call to Order/Roll Call (Pedersen)**
 - The meeting was officially called to order at 6:35 pm.
- 2. Adjustments to the Agenda (Pedersen)**
 - Pederson added SCAC Vacancies to the agenda.
- 3. Approval of August Minutes (Pedersen)**
 - Alyse Vordermark motioned to approve the August 2011 minutes. Kaelie Nielsen seconded. All in favor; motion passed.
- 4. Sherwood Community Center Update (Switzer)**
 - Interviews were held on Tuesday, October 4th to select a contractor for the Sherwood Community Center. The City received 14 submittals and interviewed 5 great candidates. A recommendation will be made, and the selected contractor should begin in the coming weeks. The current building tenants are scheduled to be out in November. Construction is on track to begin in February 2012 with facility completion projected in the fall of 2012.
 - Councilman Butterfield is serving as a liaison for City Council due to his construction background.
- 5. Missoula Children's Theatre (Switzer)**

- a. **Report from 2011** – Missoula Children's Theatre lost approximately \$300 mostly due to hotel expense, as a result of not being able to secure a homestay due to director's allergies, and the new Sherwood High School janitorial expense. This calculation does not include City staff time. A meeting is scheduled on October 12th to discuss the 2011 season and begin planning for 2012. There is a new SFA representative who is interested participating in MCT.
- b. **Dates for 2012** – There was discussion about offering MCT during Spring Break at a previous SCAC meeting, and Missoula is holding the week of March 26 – 31, 2012 for Sherwood. There may be some location challenges since the high school is generally closed during that time. The Commission discussed that registration may be low and it would be helpful to conduct a participant survey to determine interest over Spring Break. It was decided to wait until 2013 to offer MCT during spring break when the Sherwood Community Center is open.

The dates selected for Missoula Children's Theatre in 2012 are June 25 - 30 and July 9 – 14. Switzer will request the dates and confirm that the Sherwood High School is available.

6. **Movies in the Park Report (Berkshire)**

- This year the SCAC decided to have a movie theme for each week of Movies in the Park. The attendance and cost for each week was:

Theme/ Movie	Attendance	Movie Expense	A/V Expense	Weekly Total
<i>Family Night - Tangled</i>	~ 250	\$550*	\$100	\$650
<i>Date Night – While You Were Sleeping</i>	25	\$450	\$100	\$550
<i>Musical Night – Grease</i>	~150	\$400	\$100	\$500
	~425	\$1400	\$300	\$1700
			Sponsorship	-\$750
				\$950
*This movie was the most expensive because it is a Disney film				
NOTE This only represents hard costs. Staff time or concession expense/revenue is not included				

- Participants at *Grease* were singing, clapping and some even dressed up in 1950 dress.
 - The Commission discussed considering a sing-a-long movie in 2012 and previewing movies for appropriateness and/or ordering edited versions.
 - The cost of the movies went up substantially this year. In 2010, the movies ran between \$300 - \$350.
- Berkshire reviewed the current Movies in the Park Sponsorship Packages (see record). The Commission discussed sponsorship options to cover the cost of the movies and audio visual equipment along with ideas for generating sponsorship interest; having sponsors select the movies from a list with guidelines, increased advertisement with sponsor logos, school newsletter, selecting movies in April to include on the Library's Summer Reading Program marketing, and Dominos flyers.
- *Judy Silverforb moved to change the 2012 Sponsorship Packages to one presenting sponsor each week at \$500; Kaelie Nielsen seconded. All in favor; motion passed.*

7. **Discussion regarding mission and purpose of the Commission (Folsom)**

- Vordermark and Folsom attended the 2011 Oregon Arts Summit presented by the Oregon Arts Commission. The theme of this year's summit was *The Currency of Connection* and Folsom shared a quote from the marketing materials. She explained there is an incredibly vested cultural arts commitment in the state of Oregon and in Sherwood. Sherwood has many wonderful resources that are bring visitors from outside of the region. For example

the Tualatin River National Wildlife Refuge, the Sherwood Historical Society and all the cultural performances presented by numerous community groups.

- Folsom explained that the SCAC Logo represents all of the community arts in Sherwood [house = education, mask = performing arts, paintbrush = visual arts, and the guitar neck = music]
- Folsom suggested that the SCAC could serve as the “hub” connecting all of the “spokes” (non-profits in the community).
- Folsom challenged the SCAC to develop a mission statement with goals to help support and nurture the existing non-profits. She suggested a couple of goals including:
 - The Commission could provide a round table meeting and bring all of the non-profit groups together, once or twice a year during the slow season, to facilitate information sharing, building relationships, networking and benefitting each other.
 - The Sherwood Community Center will have a place for public art, and the Commission may be able to facilitate the selection process.
 - The SCAC could create an annual events calendar
- Vordermark applied for an Arts Build Community Grant that requires an event with collaborating non-profit arts groups. Folsom shared an event idea called the Royal Academy.

8. Council Update (Folsom)

- Jim Patterson accepted the position of City Manager in Corvallis, Oregon. Tom Pessemier from Community Development is the newly appointed City Manager Pro Tem beginning today. The goal is to have a seamless transition.
- City Council adopted new legislation addressing specific code for lot sizes.
- There will be a ballot measure on the November ballot asking Sherwood citizens to adopt changes to the city charter including; an increase in the mayoral term from 2 years to 4 years, a change in procedure for council office and mayor vacancies, and the use of the Willamette River for drinking water.

9. Other

- Pedersen shared that Ashley Marshall-O'Dell resigned from her position on the SCAC today; effective immediately. This leaves two vacancies on the SCAC.

10. Next Meeting/Adjourn

Adjourned at 7:50.

Next Meeting Date: The next meeting will be held on Thursday, November 3, 2011, 6:30 pm at City Hall.