



MEETING AGENDA

MEETING TITLE: Sherwood Cultural Arts Commission
DATE & TIME: Wednesday, January 9, 2013 at 6:30pm
LOCATION: Sherwood City Hall, 22560 SW Pine Street

ATTENDEES

Cultural Arts Commission

Doug Pedersen, Chair
Alyse Vordermark, Vice Chair
James Boscole
Judy Silverforb
Cydney Corl Hill
Kaelie Nielsen

Council Liaison

Robyn Folsom, City Councilor

City Staff

Kristen Switzer, Community Services Director
Jennifer Ortiz, Event & Volunteer Coordinator

AGENDA

1. Call to Order/Roll Call (Pedersen)
2. Adjustments to the agenda (Pedersen)
3. Approval of November minutes (Pedersen)
4. Strategic Plan (Vordermark)
5. Council Update (Folsom)
6. Next meeting/adjourn (Pedersen)



Sherwood Cultural Arts Commission MEETING NOTES APPROVED

MEETING TITLE	Sherwood Cultural Arts Commission
DATE & TIME	01.09.2013 6:30PM
LOCATION	Sherwood City Hall—Community Room
FACILITATOR	Doug Pedersen
NOTES TAKEN BY	Jennifer Ortiz

ATTENDEES

Cultural Arts Commission		Council Liaison	
X	Doug Pedersen, Chair	X	Robyn Folsom, City Councilor
X	Alyse Vordermark, Vice Chair		
X	James Boscole		
--	Judy Silverforb	X	City Staff Kristen Switzer, Community Services Director
--	Cydney Corl Hill	X	Jennifer Ortiz, Events and Volunteer Coordinator
X	Kaelie Nielsen		

MEETING NOTES

1. Call to Order/Roll Call (Pedersen)

- The meeting was officially called to order at 6:40 PM.

2. Adjustments to the agenda (Pedersen)

- No adjustments.

3. Approval of November minutes (Pedersen)

- Vordermark motioned to approve the November 2012 minutes. Boscole seconded. All in favor; motion passed.*

4. Strategic Plan (Vordermark)

- Pedersen started the discussion by stating that he is very upset because SCAC was not notified of the structural problems with the old cannery building. He believed SURPAC and others were aware, but Pedersen feels that the SCAC was overlooked. Switzer shared that the failed truss was discovered in early December and that to her knowledge SURPAC had not been notified. The public was notified at the same time, with a press release. Pedersen would like the City Manager, Joe Gall, to come to the next SCAC meeting to discuss this and answer some questions he has. Folsom reassured the committee and told them that there will be a meeting held to answer questions and collaborate on the project moving forward from this point. She apologized to the committee for the way that they were cut out of the steering committee several years ago, but again reassured them of the City's intent to involve them from this point on. She also reminded them that this is a new City Manager and he has a fresh perspective on the project. Gall and Pessemier are drafting a letter that will go out to all organizations that have an interest in the project.
- Vordermark passed out a draft of the 2013-2014 Strategic Plan. (See Exhibit A)
Nielsen stated that the committee does not have any control over the situation with the

community center right now, but she would like to move forward and focus on other projects that the committee does have control over. She would love to see new programs started. Vordermark suggested that the committee focus on getting a 501(c)(3) status first, so that the committee can fundraise and do their own projects. Folsom brought up the idea of having the CAC get involved in the Royal Academy. They could have as little or as much involvement as they would want. Vordermark would like to see a person assigned as liaison for the Royal Academy. Pedersen would like a formal sign of support from the City Manager before the group pursues anything. Nielsen would like to at least start some small programs to try to raise a little money. Switzer shared that, in her experience, the small programs have not made any money and that they are great for community involvement, but the group would probably break even. If the committee is interested in fundraising, it will be the bigger community events that make money. Boscole mentioned that the next step would be to get an approval from the City to pursue the 501(c)(3) status. Switzer will talk with the City Manager about getting approval. The committee assigned Boscole to pursue the 501(c)(3). He mentioned that the application requires a name for the non-profit. He likes the name, *Patrons of Sherwood Cultural Arts*.

- **Nielsen motioned that the name be *Patrons of Sherwood Cultural Arts for the 501(c)(3)*. Vordermark seconded. All in favor; motion passed.**
- Folsom asked if it is okay with the committee if she shares their strategic plan with City Council. The committee agreed.
- Vordermark shared that the SFA has requested help from the SCAC for the Art Festival to be held June 1st at Veterans Park. They are requesting assistance with street closures fees, SEPA fees, park reservation fees, a port-a-potty, printing, postage, and tent usage. Switzer mentioned that Veterans Park is not a park that can be reserved, so no fees would be required. For the other items, the City used to have an application process for organizations to request assistance, but no applications are being accepted this year.

5. Council update (Folsom)

- Folsom reminded the group that the new mayor, Bill Middleton, will be sworn in at the next council meeting on January 15th.

6. Other

- Switzer shared that Missoula dates have been secured. June 24-29 will be *Robinson Crusoe* and July 8-13 will be *Beauty Lou and the Country Beast*. The request for use of the PAC at SHS has been submitted. Switzer will keep the SCAC updated on progress as dates get closer.

7. Next Meeting/adjourned

- The next meeting will be held on Thursday, February 7, 2013 at 6:30 pm at City Hall.

Adjourned at 7:55 pm.

Sherwood Cultural Arts Commission Strategic Plan 2013-14

Vision

The Sherwood Cultural Arts Commission (SCAC) will be comprised of 10 citizens who bring knowledge, skills and drive to promote all cultural arts in Sherwood. The SCAC will act as the lead organization for X projects and assist in promoting X other community arts projects each year. SCAC will fundraise and solicit sponsorships for projects it is leading with a goal of raising \$X. The SCAC will act in an advisory capacity to the City Council in matters pertaining to artistic, aesthetic and cultural aspects of the City.

Mission

The Sherwood Cultural Arts Commission's mission is to be the hub for cultural arts in Sherwood. We foster the community's cultural arts by being an advocate for the arts to the City Council as well as connecting local non-profits and businesses together to build strong partnerships that benefit Sherwood citizens.

Values

- SCAC fosters a positive climate for those interested in growing the arts in our community.
- SCAC operates in a professional manner in all aspects of business.

Objectives

- Become the hub of cultural arts in Sherwood - both as a resource for the community to learn about art opportunities and a leader in creating art opportunities.
- Play a lead role in the acquisition of public art for the community.
- Act as a steering committee for the Sherwood Community Center.
- Fundraise for community art projects/programs.

Strategies

- Lead the following projects/programs: Public Art, window display competition, XX
- Assist with the following projects: Pix on the Plaza, Missoula Children's Theater, Royal Academy, Altered Art Festival
- Apply for grant funding for public art.
- Create strategic plans for other lead projects (i.e. fundraising, management).
- Reignite the steering committee to redefine the purpose and function of the center.
- Continue updating the cultural arts calendar, create a cultural arts Facebook page, and develop additional marketing and promotional opportunities for Sherwood's arts.
- Facilitate quarterly meeting with arts organizations to keep abreast of activities.
- Establish 501(c)3 status for Friends of Sherwood Art

Goals

- Have art projects/programs led by SCAC determined by February 1.
- Have detailed plans for art projects completed by X date. Includes leadership, project details, fundraising and marketing plans.
- Determine method for reigniting the steering committee by X date.

- Identify best method of fundraising for projects and center (501(c)3 vs. commission).

SWOT Analysis

(Presented to City Council, December 2011)

Strengths

- Sponsorships to help offset event and programming costs (supplies, movie equipment, sound equipment, etc.)
- Commitment to exploring, developing, and executing new traditions and activities.
- Because of partnerships and initial support, community groups are becoming self-reliant.
- Commission members with diverse backgrounds.
- Have grown volunteer base to support Missoula Children's Theater.
- Willingness to evolve and explore new vision/mission.
- Ability to support and be a resource for community organizations with new projects.
- Experience to mentor those individuals or organizations who wish to develop new programs.

Weaknesses

- Lack of ongoing volunteer base needs to be considered when planning events.
- Limited budget – new programs and opportunities are limited to fundraising efforts.
- Need for clarification on purpose/role of SCAC with regard to Community Center. (Clarify for SCAC members, community members, City officials and staff.)
- Restricted by policies regarding social media (for promotional purposes) due to City affiliation.
- Limited ability to fundraise.

Opportunities

- Sponsorship opportunities for financial support with events.
- Grant opportunities for those grantors that allow municipalities to apply.
- Opportunity to provide input and direction for the new Community Center.
- Utilize Community Center to best benefit the community and its overall needs.
- Opportunity to secure and develop new partnerships for the Community Center.
- Become “hub” for the arts in Sherwood.

Threats

- Unsure about sponsorship and support for events in uncertain economic times.
- Present Charter does not reflect current nor future focus, efforts and goals.
- Lack of involvement in Community Center project—may become a forgotten resource.