



## MEETING AGENDA

MEETING TITLE: Sherwood Cultural Arts Commission  
DATE & TIME: Monday, June 26, 2017 at 5:00 pm  
LOCATION: Bella Madrona  
24050 SW Baker Road  
Sherwood, OR 97140

### ATTENDEES

#### **Cultural Arts Commission**

Skye Boughey, Chair  
John Liles, Vice Chair  
Shelly Lamb  
Geof Beasley  
Bernie Sims

#### **Council Liaison**

Jennifer Kuiper, City Council Liaison

#### **City Staff**

Kristen Switzer, Community Services Director  
Maggie Chapin, Center for the Arts Manager  
Kelsey Beilstein, Administrative Assistant

### AGENDA

1. Call to Order/Roll Call (Boughey)
2. Adjustments to the Agenda (Boughey)
3. Approval of May Minutes (Boughey)
4. Cultural Arts Walking Tour Update (Switzer/Beilstein)
5. Friends of the Center for the Arts Update (Lamb)
6. Council Update (Kuiper)
7. Report on Americans for the Arts Annual Convention (Chapin)
8. Summer Meeting Schedule (Chapin)
9. Other (Boughey)
10. Adjourn (Boughey)

Retreat Session Following



# Sherwood Cultural Arts Commission

## MEETING MINUTES

MEETING TITLE	Sherwood Cultural Arts Commission
DATE & TIME	6.26.2017 5:00PM
LOCATION	Bella Madrona 24050 SW Baker Road Sherwood OR, 97140
FACILITATOR	Skye Boughey
NOTES TAKEN BY	Kelsey Beilstein

### ATTENDEES

Cultural Arts Commission	Council Liaison
X Skye Boughey; Chair	X Jennifer Kuiper, City Councilor
X John Liles; Vice Chair	
X Shelly Lamb	City Staff
X Geof Beasley	X Kristen Switzer, Community Services Director
X Bernie Sims	X Maggie Chapin, Cultural Arts Center Manager
	X Kelsey Beilstein, Administrative Assistant II

### MEETING NOTES

- 1. Call to Order/Roll Call (Boughey)**
  - 5:05pm
- 2. Adjustments to the Agenda (Boughey)**
  - Add in introductions to potential new Cultural Arts Commission members.
- 3. Approval of May Minutes (Boughey)**

*Lamb motion to approve the May minutes. Second by Sims. All in favor, motion passed.*
- 4. Cultural Walking Tour Update (Switzer/Beilstein)**
  - The trail head and plaques were all installed last Wednesday.
  - With the completion of the project comes a great opportunity to talk to the community about what the Cultural Arts Commission is doing.
  - The Commission would like to get on the City Council Agenda to do a presentation about the Cultural Walking Tour and the upcoming Unity Project.
    - Councilor Kuiper suggested the August or September meetings.
- 5. Potential New Members Introduction (Chapin)**
  - Chapin introduced Maddie who has been recommended to the Mayor for a two year term and Matthew, a high school representative who has been recommended to the Mayor for a one year term.
- 6. Friends of the Center for the Arts Update (Boughey)**
  - The Scholarship Assistance Program is officially launched

- Seven applications have come in
  - Five scholarships have been awarded
- Friends are currently working on the production assistance program.
  - Friends hope the program will be open in August.
  - There will be two cycles each year.
  - The application will be like a grant application process.
- The Friends submitted a press release to the Gazette about the Gala and the Assistance Program.
- Volunteers are needed for Music on the Green raffle and Movies in the Park concessions.
- Jennie Hill has joined as a new board member.

#### **7. Report on Americans for the Arts Annual Convention (Chapin)**

- AFTA announced a new Public Art Resource Center on their website. It was created to be a place for administrators, artists, field partners and community stakeholders to share and find resources. Really cool! Examples of work, models for conducting searches, papers on best practices for conservation and maintenance.
- Coit Tower tour of indoor murals – incredible! – opened my mind to art and murals as a tool to express and dissolve community tension. But also encourage people to gather and enjoy for generations and generations.
  - Murals were painted by out-of-work artists (a precursor to the WPA programs in the 1930's) who were disenfranchised and angry. They paid the artists a living wage to capture "San Francisco at Work, and San Francisco at Leisure" on the inside of the iconic monument. Many of the artists studied with Diego Rivera, who has several murals in SF.
  - Docent and SF Public Art manager spoke at length about the tremendous job it is to preserve these 80+ year old murals.
- Public Art Year in Review Presentation honored 70 great works throughout the country. A lot was done this year with technology (eg. using wind and solar elements to power and influence the art or sounds triggered by public passing over a spot or in a specific way) as well as beautifying traditionally "ugly" areas (eg. King County's water treatment area has become a gathering place for weddings, and provides water education through public art.) Incredible!
- Chapin shared the Americans for the Arts Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in Washington County, OR report (Exhibit B)
  - The Cultural Arts Commission discussed the report and how it applies to Sherwood.

#### **8. Council Update (Kuiper)**

- Kuiper provided updates on the following items:
  - Council passed a resolution to sell a piece of land to the Sherwood School District for about \$900k. The money will be spent on onetime expenditures, public art could be a possibility.
  - The organization that replied to the Recreation Center RFP will be interviewed starting this week.
  - The FY 17/18 Budget has been adopted.

#### **9. Summer Meeting Schedule (Chapin)**

- Chapin announced that the scheduled Cultural Arts Commission meetings are on July 18<sup>th</sup>, August 21<sup>st</sup>, and September 18<sup>th</sup>.
- Chapin requested the Commission members contact her if they are going to be unable to make any of these meetings.

#### **10. Other**

- None

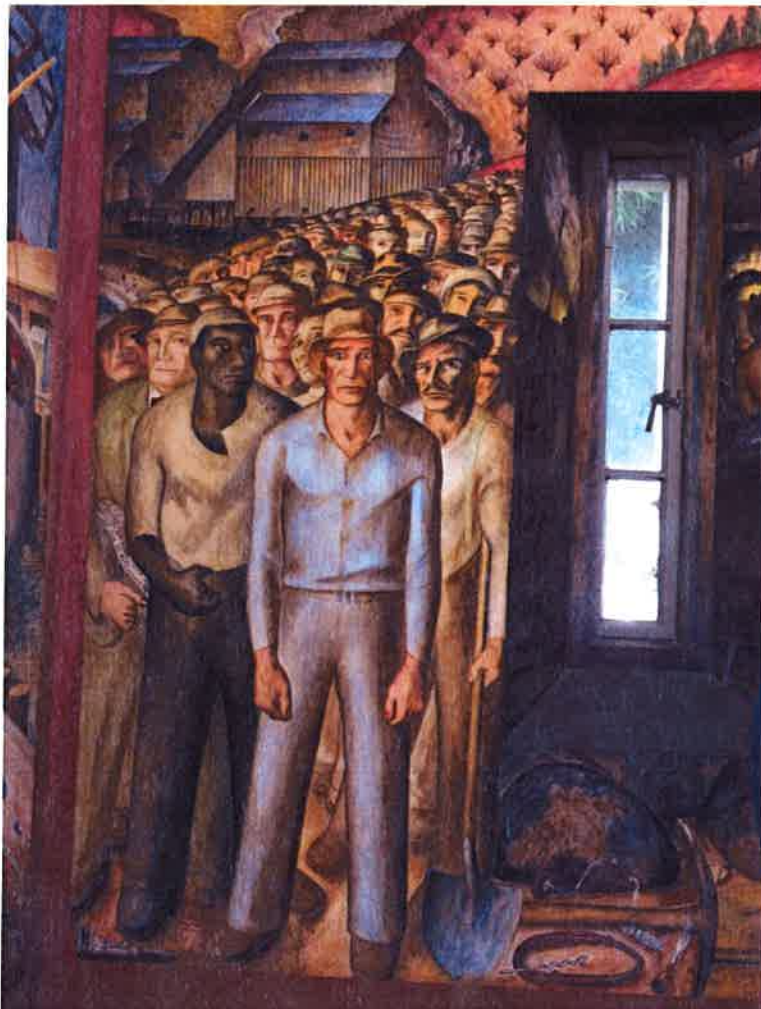
#### **11. Next Meeting/Adjourn (Boughey)**

- Adjourned at 6:26pm



# Coit Tower Murals

## San Francisco Public Art



## The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in Washington County, OR (Fiscal Year 2015)

Direct Economic Activity	Arts and Cultural Organizations	+	Arts and Cultural Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$13,813,264		\$7,272,749		\$21,086,013

### Economic Impact of Spending by Arts and Cultural Organizations and Their Audiences

Total Economic Impact of Expenditures	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	772		170		942
Household Income Paid to Residents	\$11,348,000		\$3,599,000		\$14,947,000
Revenue Generated to <u>Local</u> Government	\$594,000		\$171,000		\$765,000
Revenue Generated to <u>State</u> Government	\$248,000		\$547,000		\$795,000

### Event-Related Spending by Arts and Cultural Audiences Totaled \$7.3 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident <sup>1</sup> Attendees	+	Nonresident <sup>1</sup> Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	240,358		121,082		361,440
Percentage of Total Attendance	66.5%		33.5%		100.0%
Average Event-Related Spending Per Person	\$17.79		\$24.75		\$20.11
Total Event-Related Expenditures	\$4,275,969		\$2,996,780		\$7,272,749

### Nonprofit Arts and Cultural Event Attendees Spend an Average of \$20.11 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident <sup>1</sup> Attendees	Nonresident <sup>1</sup> Attendees	All Cultural Audiences
Meals and Refreshments	\$13.23	\$16.66	\$14.38
Souvenirs and Gifts	\$0.90	\$0.76	\$0.86
Ground Transportation	\$2.15	\$2.32	\$2.20
Overnight Lodging (one night only)	\$0.00	\$3.43	\$1.15
Other/Miscellaneous	\$1.51	\$1.58	\$1.53
Average Event-Related Spending Per Person	\$17.79	\$24.75	\$20.11

Source: *Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in Washington County*. For more information about this study or about other cultural initiatives in Washington County, visit the Westside Cultural Alliance's web site at [www.westsideculturalalliance.org](http://www.westsideculturalalliance.org).

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## About This Study

This Arts & Economic Prosperity 5 study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 341 communities and regions (113 cities, 115 counties, 81 multicounty or multicounty regions, 10 states, and 12 individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,500 to more than 4 million) and type (small rural to large urban). Project economists from the Georgia Institute of Technology customized an input-output analysis model for each participating region to provide specific and localized data on four measures of economic impact: full-time equivalent jobs, household income, and local and state government revenue. These localized models allow for the uniqueness of each local economy to be reflected in the findings.

Americans for the Arts partnered with 250 local, regional, and statewide organizations that represent the 341 study regions (30 partners included multiple study regions as part of their participation). **To complete this customized analysis for Washington County, the Westside Cultural Alliance joined the study as one of the 250 partners.**

## Surveys of Nonprofit Arts and Cultural ORGANIZATIONS

Each of the 250 partner organizations identified the universe of nonprofit arts and cultural organizations that are located in its region(s) using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) coding system, a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. In addition, the study partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and literary and media arts. These include government-owned or government-operated cultural facilities and institutions; municipal arts agencies and councils; private community arts organizations; unincorporated arts groups; living collections (such as zoos, aquariums, and botanical gardens); university presenters, programs, and facilities; and arts programs that are embedded under the umbrella of a nonarts organization or facility (such as a hospital or church). In short, if it displays the characteristics of a nonprofit arts and cultural organization, it is included. *For-profit businesses (e.g., Broadway, motion picture theaters) and individual artists were excluded from this study.*

Nationally, data was collected from a total of 14,439 organizations for this study. Response rates among all eligible organizations located in the 341 study regions was 54.0 percent, and ranged from 9.5 percent to 100 percent. Responding organizations had budgets ranging from \$0 to \$785 million (Smithsonian Institution). It is important to note that each study region's results are based solely on the actual survey data collected. There are no estimates made to account for nonresponding organizations. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

**In Washington County, 31 of the 78 eligible nonprofit arts and cultural organizations participated in this study—an overall participation rate of 39.7 percent.** A list of the participating organizations can be obtained from the Westside Cultural Alliance.

## Surveys of Nonprofit Arts and Cultural AUDIENCES

Audience-intercept surveying, a common and accepted research method, was completed in all 341 study regions to capture information about spending by audiences at nonprofit arts and culture events. Patrons were selected randomly and asked to complete a short survey while attending an event. A total of 212,691 attendees completed the survey. The respondents provided itemized travel party expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data was collected throughout the year to guard against seasonal spikes or drop-offs in attendance, and at a broad range of events (because a night at the opera will typically yield more spending than a Saturday children's theater production). Using total attendance data for 2015 (collected from the participating organizations), standard statistical methods were then used to derive a reliable estimate of total arts event-related expenditures by attendees in each study region.

**In Washington County, a total of 457 valid audience-intercept surveys were collected from attendees to nonprofit arts and cultural performances, events, and exhibitions during 2016.**

## Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis was used to measure the impact of expenditures by nonprofit arts and cultural organizations and their audiences. This highly-regarded type of economic analysis has been the basis for two Nobel Prizes in economics. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. The analysis traces how many times a dollar is respent within the local economy before it leaves the community, and it quantifies the economic impact of each of those rounds of spending. Project economists customized an input-output model for each of the 341 participating study regions based on the local dollar flow among 533 finely detailed industries within its economy. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), state and local tax data (e.g., sales taxes, lodging tax, property taxes, income tax, and miscellaneous local option taxes), and the survey data collected from the responding arts and cultural organizations and their audiences.

<sup>1</sup> For the purpose of this study, residents are attendees who live within Washington County; nonresidents live elsewhere.



# Sherwood Cultural Arts Commission

## RETREAT MINUTES

MEETING TITLE	Sherwood Cultural Arts Commission
DATE & TIME	6.26.2017 6:30PM
LOCATION	Bella Madrona 24050 SW Baker Rd Sherwood OR, 97140
FACILITATOR	Skye Boughey
NOTES TAKEN BY	Kelsey Beilstein

### ATTENDEES

<b>Cultural Arts Commission</b>	<b>Council Liaison</b>
X Skye Boughey; Chair	X Jennifer Kuiper, City Councilor
X John Liles; Vice Chair	
X Shelly Lamb	<b>City Staff</b>
X Geof Beasley	X Kristen Switzer, Community Services Director
X Bernie Sims	X Maggie Chapin, Cultural Arts Center Manager
	X Kelsey Beilstein, Administrative Assistant II

### MEETING NOTES

1. **Call to Order/Roll Call (Boughey)**
  - 7:10pm
2. **Year in Review (Chapin)**
  - Chapin reviewed the Cultural Arts Commissions actions and accomplishments (Exhibit C)
3. **Next Steps in the Vision (Group ideas facilitated by Chapin)**
  - Public Art
    - New development in the city has financial opportunity to fund pieces
    - Dig deeper into funding research
    - Add public art to the new comprehensive plan
    - Apply for grant opportunities
    - Possibility to have a percent for art
      - Marijuana
      - Lodging
      - Development
  - Public Art Master Plan
    - Link art into other master plans within the city
      - Public Works
      - Planning
      - Engineering (ex. Sidewalks with inlays)
      - Parks
    - Integrate with other elements of city operations

**4. FY17/18 Goals (Group ideas facilitated by Chapin)**

- Successful Unity Project event (Cultural Arts Commission's "coming out party")
- Baby Public Art Master Plan
- More funding/grants for public art
- New partnerships with the following:
  - Sherwood Main Street
  - Rotary
  - Robin Hood Association
  - High School groups
  - George Fox
  - NW Natural Gas
  - Comcast
  - Pride
  - PGE
  - Banks
  - Trimet
- An official elevator speech about the Cultural Arts Commission

**5. Unity Project Work Session (Group discussion)**

- Members looked over a list of identifiers (Exhibit D) and then shared their favorites from the list. With the direction shared Chapin will be compiling a list for the Cultural Arts Commission to review at the July meeting.
- Members broke off in the following teams to brainstorm and coordinate:
  - Marketing/Outreach: Skye, Shelly, Maddie, Matthew, Jennifer
  - Site Beautification/Program: Bernie, Geof, Maggie

**6. Adjourn (Boughey)**

- Adjourned at 9:45pm



## Sherwood Cultural Arts Commission 2016/17 Year in Review

**IN JUNE 2016**, the SCAC held an **annual retreat** to move the commission into a new chapter of *outreach, advocacy and support of the arts and culture* in Sherwood.

During the retreat, the commission initiated the first steps of a **Vision Project** to guide the group into the new chapter with clear intentions and focused actions.

The group used the following guiding questions to steer the project: "*What is the purpose of the Sherwood Cultural Arts Commission? What is the SCAC's vision for the future, and what is the focus of actions to achieve that vision?*"

Through group work and discussion, the Vision Project was divided into four targeted **focus areas**. These areas were:

**Public Art**

ARTS EDUCATION

**Community Engagement**

**Arts Partnerships**

Throughout the year, the SCAC worked through SWOT analysis of each of these focus areas, and chose **Public Art** as their top focus area priority.

### **Public Art achievements in 2016/17**

The SCAC worked with staff to advise on the design and placement of the new **SHERWOOD CULTURAL WALKING TOUR**. The first phase of the Sherwood Cultural Walking Tour was installed in June of 2017.

In December 2016, a **grant** from the Cultural Coalition of Washington County was awarded to the Friends of the Sherwood Center for the Arts to support the installation of a temporary public art project in September 2017, led by the Sherwood Cultural Arts Commission.

**THE UNITY PROJECT** will be the first Public Art project led and presented by the SCAC.

In the winter of 2017, the SCAC decided to work toward building a **Public Art Plan** for Sherwood.

1. I identify as Black or African American
2. I identify as Hispanic or Latino
3. I identify as Asian
4. I identify as Native American
5. I identify as white
6. I identify as Multiracial
7. I'm more of an introvert
8. I'm more of an extrovert
9. I tend to identify with conservative political values
10. I tend to identify with liberal political values
11. I am a spiritual person
12. I am a religious person
13. I live with a disability or chronic illness
14. One of my family members/close friends lives with a disability or chronic illness
15. I have experienced depression, anxiety, or other mental health issue
16. I speak English as my first language
17. I speak English as my second or third language
18. I'm a dog person
19. I'm a cat person
20. I'm a horse person
21. I don't care for pets
22. I AM...
23. I'm a parent
24. I'm a student
25. I'm single
26. I have a spouse or life partner
27. I own a home
28. I rent a home
29. I don't have a home
30. I love science
31. I love sports
32. I love the arts
33. I love nature
34. I'm a survivor
35. My family's continent of origin is South or Central America
36. My family's continent of origin is Europe
37. My family's continent of origin is Asia
38. My family's continent of origin is North America
39. My family's continent of origin is Africa
40. I identify as LGBTQ
41. I identify as straight
42. I identify as pro-life
43. I identify as pro-choice
44. I am looking for a job
45. I work more than one job
46. I believe in a higher power
47. I don't believe in a higher power
48. I live with a disability or chronic illness
49. I am a parent
50. I am a student
51. I am charitable
52. Sometimes I am unkind
53. I am often confident
54. I am often unsure
55. I know how to wish
56. I pray
57. I am a good friend
58. I can forgive
59. I am content
60. I struggle
61. Sometimes I'm lonely
62. Sometime I like to be alone
63. I welcome change
64. I am not comfortable with change
65. I eat locally made or grown food
66. I don't care where my food is made or grown
67. I am a brother or sister
68. I am a visitor
- 69.
- 70.
- 71.
- 72.
- 73.

## Sherwood Cultural Arts Commission

### *Vision Project 2016/2017*

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#### ***Guiding Questions:***

*What is the purpose of the Sherwood Cultural Arts Commission? What is the SCAC's vision for the future, and what is the focus of actions to achieve that vision?*

#### ***Areas of Discussion Focus:***

- Arts & Business Partnerships & Community Outreach
- Arts Education
- Public Art
- Community Engagement

#### ***Mission: (original)***

Inspire, educate, and enrich the Sherwood Community through diverse activities that enhance the quality of life.

*Elements that might be missing:*

- Arts
- Culture
- Outreach
- Advocacy/Advocate

#### ***Elevator Speech:***

Include

- “We are a group of interested Sherwood citizens, advocating for encouraging participation in cultural activities and the arts thus enriching the fabric of the community.”
- An official commission of the City of Sherwood, advising City Council on Arts & Culture in our community.
- A resource for our community

## Partnership and Outreach

### Ideas:

- Networking events
- Be a "Matchmaking" resource for arts groups and businesses
- Art Walk
- A Float in the Parade
- Booths or Activities at community events
- Getting artists at events
- Speak at Chamber of Commerce
- Create a video
- Meeting Attendance (Main Street, arts orgs)
- Elevator Speech – tell them who we are & what we do.

<b>Strengths (internal)</b> <ul style="list-style-type: none"> <li>• Art Walk</li> <li>• Art Commission visibility/authority</li> <li>• Center for the Arts venue</li> <li>• Event invites built in</li> <li>• Connections/don't need to recreate the wheel</li> </ul>	<b>Obstacles (external)</b> <ul style="list-style-type: none"> <li>• Local events; farmers market</li> <li>• Strong school arts support</li> <li>• Lots of artists/art organizations</li> <li>• An active Chamber of Commerce</li> </ul>
<b>Weaknesses (internal)</b> <ul style="list-style-type: none"> <li>• Staff time</li> <li>• Lack of commitment</li> <li>• Ideas</li> <li>• Inertia/Starting point</li> <li>• Money</li> <li>• Community resistance</li> </ul>	<b>Threats (external)</b> <ul style="list-style-type: none"> <li>• Ballot measure taking money away from the budget</li> <li>• Lack of support</li> <li>• Economy</li> <li>• Lack of people</li> </ul>

### Actions:

Action	Details	People
Art Walk support	SCAC member on Art Walk committee, at meetings, helping at events	-Skye (meetings) -members as avail. for events

## Arts Education

### Ideas:

- Programs for Elementary Schools
- Art made by students at the SCA
- Art Walk featuring Students (each stop with students or a school)
- Artist Residencies (Coordinate Grant Support)
- Right Brain Initiative in Sherwood
- Senior community and other citizens

<b>Strengths (internal)</b> <ul style="list-style-type: none"> <li>• Desire</li> <li>• Art Literacy programs in some schools (volunteer run)</li> <li>• Community Resources</li> <li>• Volunteers</li> <li>•</li> </ul>	<b>Obstacles (external)</b> <ul style="list-style-type: none"> <li>• Funding</li> </ul>
<b>Weaknesses (internal)</b> <ul style="list-style-type: none"> <li>• Consistency/Continuity</li> </ul>	<b>Threats (external)</b> <ul style="list-style-type: none"> <li>• Priority for community/district?</li> </ul>

### Actions:

Action	Details	People
Right Brain Initiative	Get RBI to speak at SCAC meeting and find out about next steps/potential	Maggie to invite



## Public Art

### Ideas:

- Lake Oswego as a model
- Run for the Arts (fundraising idea)
- Murals – temporary to start
- Anything Involving kids
- Engage the community
- Panels that have been donated
- Temporary Installations
- Art Standards Policies
- Public Art Master Plan (dynamic)

<b>Strengths (internal)</b> <ul style="list-style-type: none"> <li>• Passion &amp; interest</li> <li>• Internal relationships</li> <li>• Regional resources</li> <li>• Citizen support</li> <li>• Growth in the community/development</li> </ul>	<b>“Opportunities” (external)</b> <ul style="list-style-type: none"> <li>• Grants</li> <li>• Networking</li> <li>• Public/Private Partnerships</li> <li>• Donors/Foundations/Angels</li> <li>• Regional &amp; Local models</li> </ul>
<b>Weaknesses (internal)</b> <ul style="list-style-type: none"> <li>• Lack of money</li> <li>• Public art is expensive</li> <li>• Staff capacity</li> </ul>	<b>Threats (external)</b> <ul style="list-style-type: none"> <li>• Economy</li> <li>• Limited grant resources</li> <li>• Considered “non-essential”</li> <li>• Taste (“haters”)</li> <li>•</li> </ul>

### Actions:

Action	Details	People
Research Master Plan	What kind of plan do we need? How do we fund it?	Maggie & Skye
Conduct additional research	Best practices, models of what works, what are options that we can do?	Bernie & Geof
Look at mural projects		
Look for small/temporary projects		
Create a community committee		

## Community Engagement

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### Ideas:

- “Accidental Collisions with Art”
  - eg. Flash Mobs
  - eg. Chamber Music in the grocery store
- Creativity Wall @ Farmers Market
- Music Moments – instruments in public
- Use Social Media to engage
- “Add On” art projects

<b>Strengths (internal)</b> •	<b>Obstacles (external)</b> •
<b>Weaknesses (internal)</b> •	<b>Threats (external)</b> •

### Actions:

Action	Details	People

