



## MEETING AGENDA

MEETING TITLE: Sherwood Cultural Arts Commission  
DATE & TIME: Monday, January 22, 2018 at 6:30 pm  
LOCATION: Sherwood Center for the Arts  
22560 SW Pine Street

### ATTENDEES

#### **Cultural Arts Commission**

Skye Boughey, Chair  
John Liles, Vice Chair  
Shelly Lamb  
Geof Beasley  
Bernie Sims  
Maddie Gavel-Briggs  
Matthew Schantin

#### **Council Liaison**

Councilor Jennifer Kuiper

#### **City Staff**

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 December 18<sup>th</sup> Minutes (Boughey)
4. Guest Speaker: Cindy Dauer, Tualatin Valley Creates
5. Center for the Arts Update (Chapin)
6. Friends of the SCA Update (Boughey)
7. Arts Commission Membership Update (Chapin)
8. Council Update (Kuiper)
9. Other (Boughey)
10. Adjourn (Boughey)

#### **Upcoming Dates to Note:**

Monday, February 19, 2018: Cultural Arts Commission Meeting at 6:30pm  
Thursday, February 1, 2018: Classic Film event, "The Music Man" at 7pm  
Monday, February 12, 2018: Deadline for winter cycle of Production Assistance



# Sherwood Cultural Arts Commission MEETING MINUTES

MEETING TITLE	Sherwood Cultural Arts Commission
DATE & TIME	1.22.2018 6:30PM
LOCATION	Sherwood City Hall 22560 SW Pine St 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
- John Liles; Vice Chair	
X Shelly Lamb	City Staff
- Geof Beasley	X Maggie Chapin, Cultural Arts Center Manager
X Bernie Sims	X Kelsey Beilstein, Administrative Assistant II
X Matthew Schantin	
X Maddie Gavel-Briggs	

## MEETING NOTES

### 1. Call to Order/Roll Call (Boughey)

*Called to order at 6:35pm*

*Visitors*

- Max Greenwood – interested in joining the Cultural Arts Commission
- Kim Young – City Councilor

### 2. Adjustments to the Agenda (Boughey)

- None

### 3. Approval of December Minutes (Boughey)

- *Sims motioned to approve the December minutes. Second by Gravel-Briggs. All in favor, motion passed.*

### 4. Guest Speaker: Cindy Dauer, Tualatin Valley Creates

Dauer presented the Arts & Economic Prosperity 5 study results (Exhibit A)

- It was asked if Dauer thinks Portland is pulling arts audiences out of the suburbs, as a reason for smaller numbers of engagement in Washington County. Dauer confirmed that she does believe that audiences are being pulled out of the suburbs by Portland.
- It was asked how Sherwood Center for the Arts was categorized in this study. Dauer explained that Sherwood Center for the Arts was categorized into Performing Arts.
- It was asked how the data was collected for the study. Dauer explained that American for the Arts provided the survey questions and Tualatin Creates handed them out to the public at various art events in Washington County.

- It was asked if many cities use Transient Lodging Taxes to fund their public art. Dauer explained that she feels like using Transient Lodging Taxes for the arts is on the rise because of the success of Beaverton's model. Dauer added that funding sources are constantly changing.

#### 5. Center for the Arts Update (Chapin)

- Movie series continues: Feb. 1st – the Music Man at 7pm
- Family Matinee Series: Nightmare in my Closet, Jan. 13th was adorable and well attended.
- Rentals –SFA's Odd Couple running one more weekend; Daddy Daughter Dance Feb.3; S&A Irish concert on Feb. 9; Encore Beauty & the Beast Feb. 17&18; CYT Gala Feb. 24
- Winter classes now running

#### 6. Friends of the Center for the Arts Update (Boughey)

##### Gala

- Next committee meeting: February 13 at 1pm
- Event date: April 7th
- Theme: A Night of Murder & Mystery
- Entertainment: Murder Mystery Company of Portland.
- Tickets: \$50/60 for individuals and \$350/400 for a table of eight.
- Needed: sponsors, items for auction, committee members, volunteers

##### Concessions

- Need volunteers for this fun task!

##### Assistance Program

- Two scholarships were given out this week
- The winter cycle for production assistance is opening next week.

#### 7. Arts Commission Update (Chapin)

Chapin announced that there has been a lot of interest in people wanting to join the Cultural Arts Commission.

- The Charter states that there can be up to nine members on the Commission.
- Applications will be accepted until February 12, at that time interviews will be set up.

Boughey announced that she is stepping down from Chair of the Cultural Arts Commission due to needing to spend more time with family, but will still be an active member.

- *Gravel-Briggs motioned elect Sims as the Cultural Arts Commission Chair. Second by Boughey. All in favor, motion passed.*

#### 8. Council Update (Kuiper)

Kuiper provided the following updates:

- The Transient Lodging Tax work session will be on February 20<sup>th</sup> at 6:00pm
- METRO is offering a \$160,000 Placemaking grant to all cities in the southwest corridor.
- The Sherwood Chamber of Commerce hosted a Business Forum last week that was well attended and valuable information was shared.

#### 9. Other (Boughey)

##### Public Art Update

- Request for proposal will go out in the next week and will be open for one month
- Review will happen over two weeks
- A selection panel is needed. Scheduling and review times really require that we create a panel for this to keep on our timeline.

Next SCAC meeting is scheduled for February 19, 2018 at 6:30pm.

#### 10. Adjourn (Boughey)

*Adjourned at 8:20 pm*



## Arts & Economic Prosperity 5

Randy Cohen,  
Americans for  
the Arts

# The arts mean business!



**\$21 MILLION**

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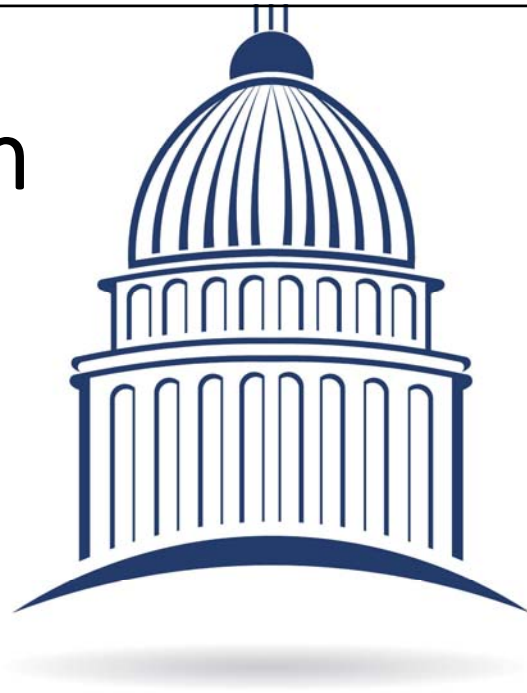
Total economic impact of the nonprofit arts industry in Washington County (2015)

Full-time  
equivalent jobs  
supported  
annually by the  
Nonprofit Arts  
Industry in  
Washington  
County

**942**

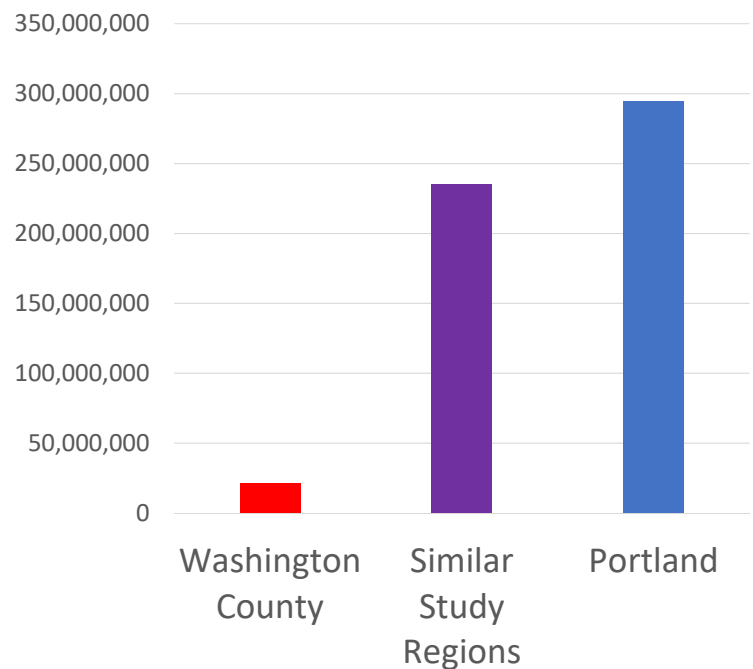
# \$1.56 Million

Annual state and local  
government revenue  
generated annually by the  
Washington County  
nonprofit arts industry



Total Nonprofit  
Arts Industry  
Economic  
Impact

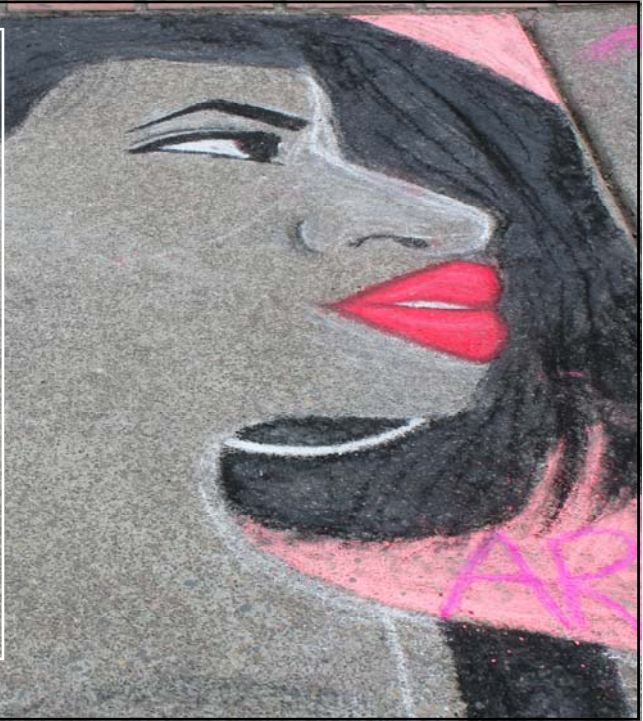
Population:  
500,000 to  
1,000,000





## Arts Organizations

- 31 organizations
- \$13.8 million in direct expenditures
- Labor, facilities, operations, programming

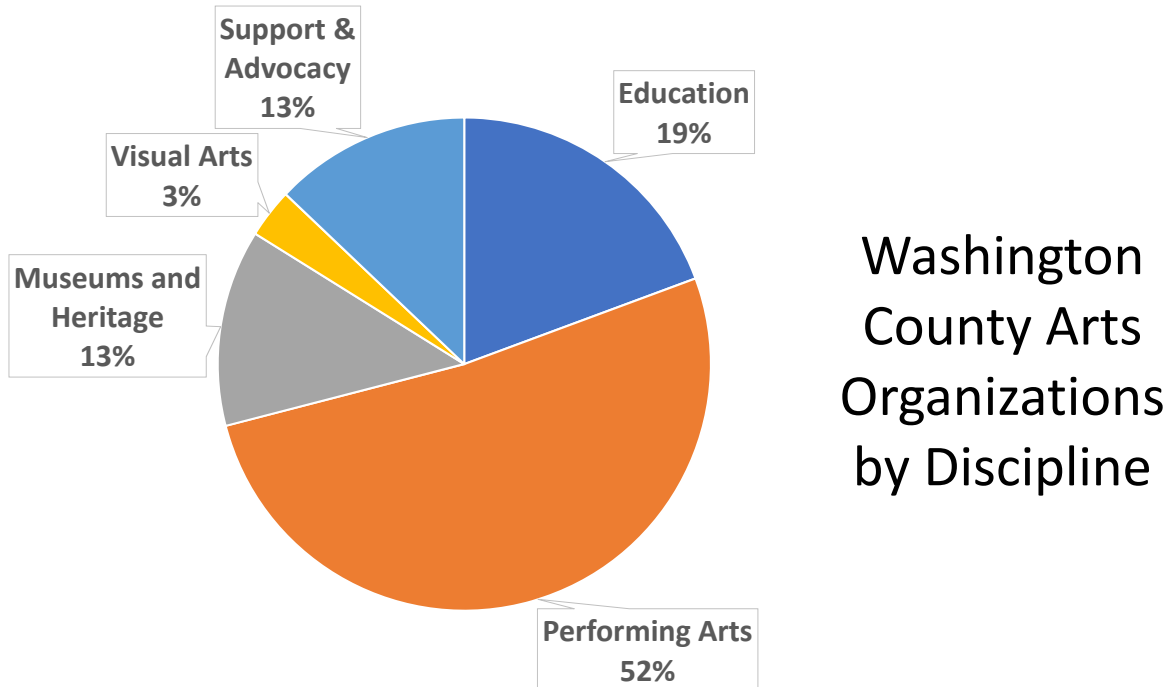
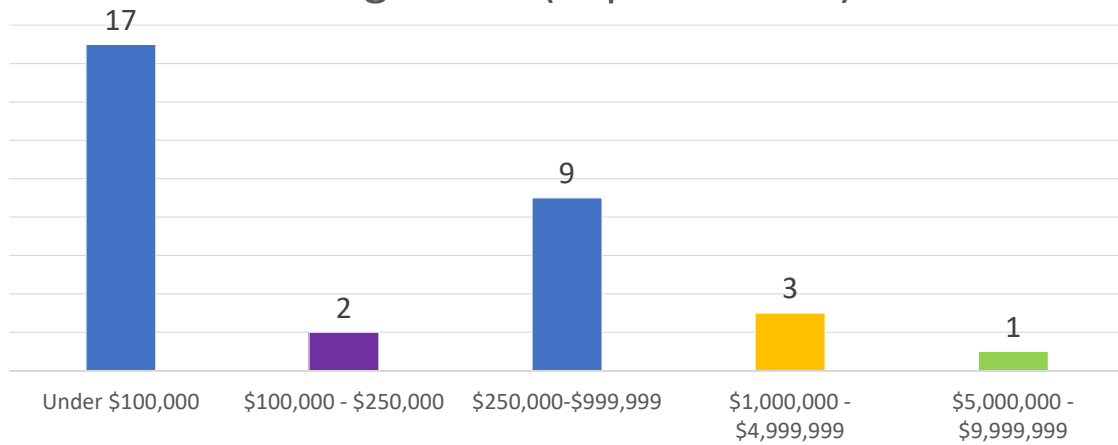


## Data Reliability

- About 40% participation rate - 31/78
- Targeted the largest orgs in Washington County
- Who and how much is missing?
- If anything, our numbers are low

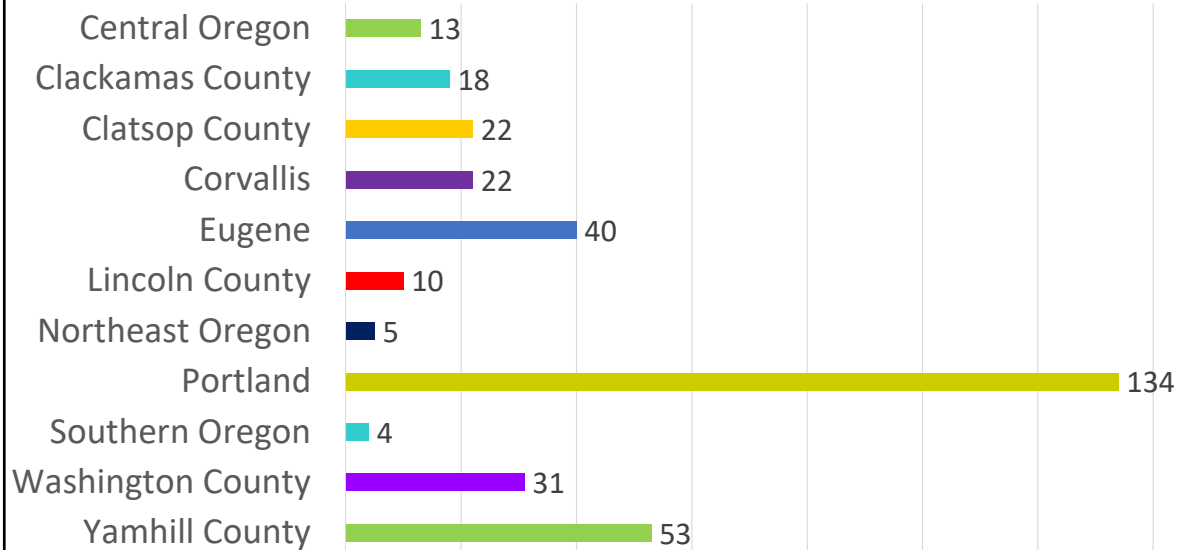


### Washington County Arts Organizations by Budget Size (Expenditures)

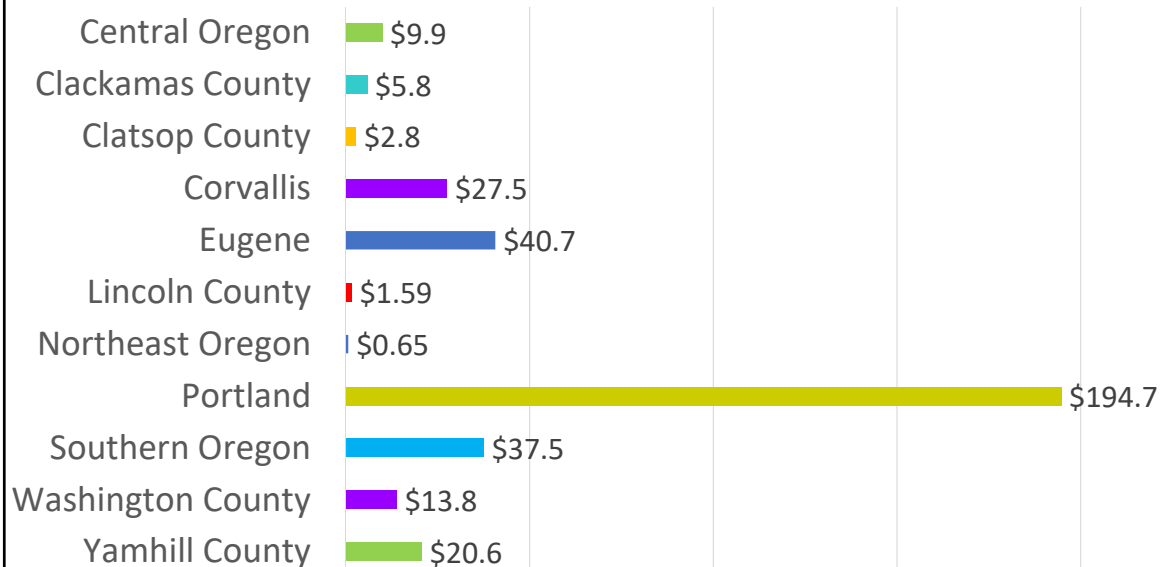




### Number of Participating Arts Organizations by Study Region in Oregon



### Arts Organization Expenditures in Millions





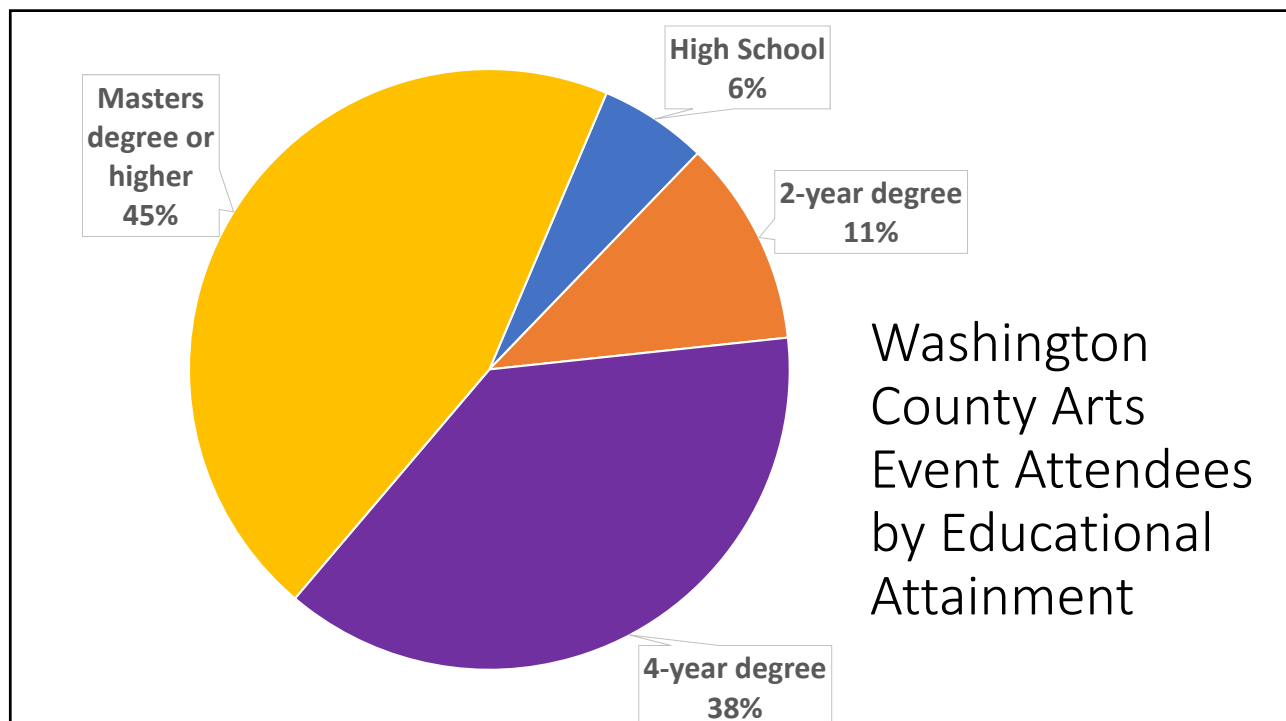
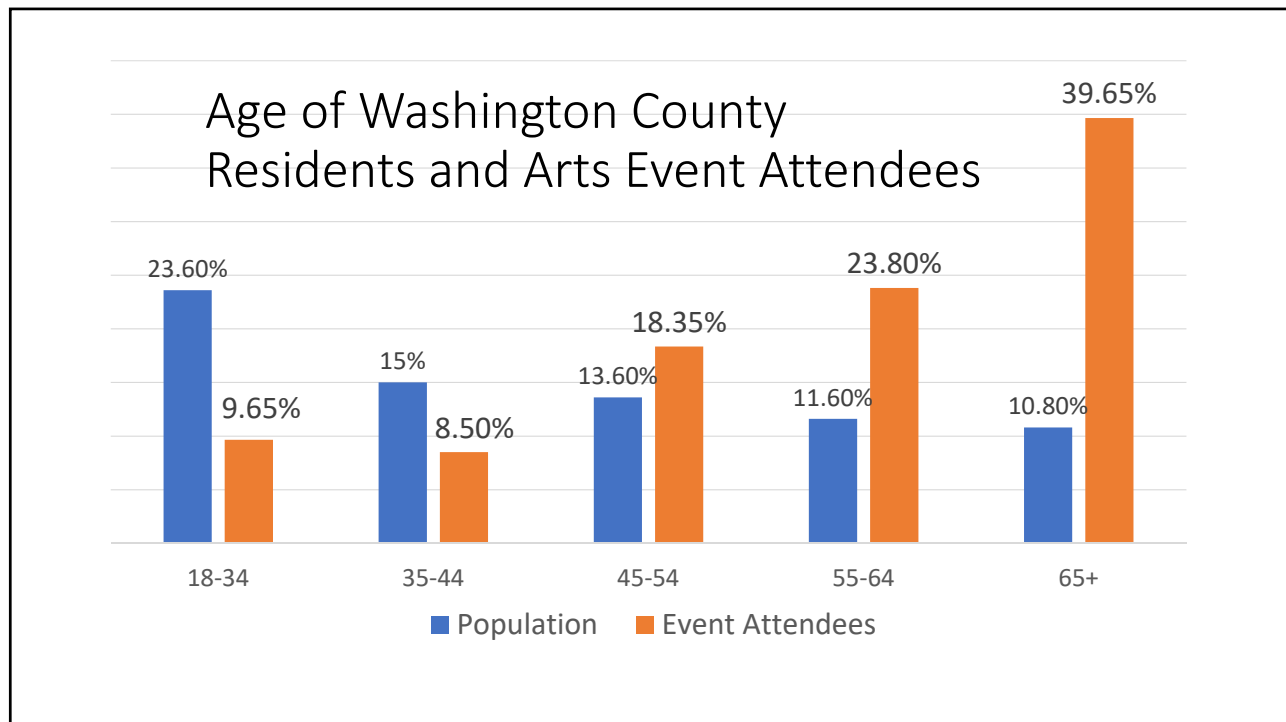
## Audience Impact

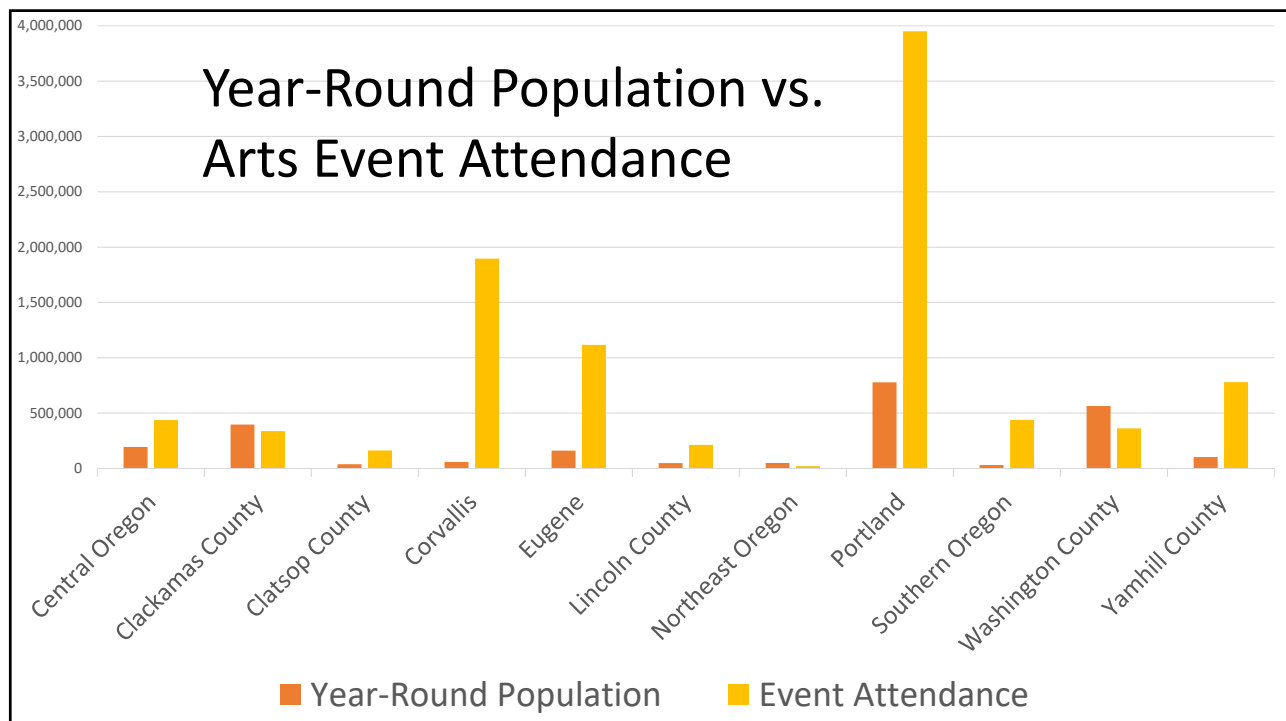
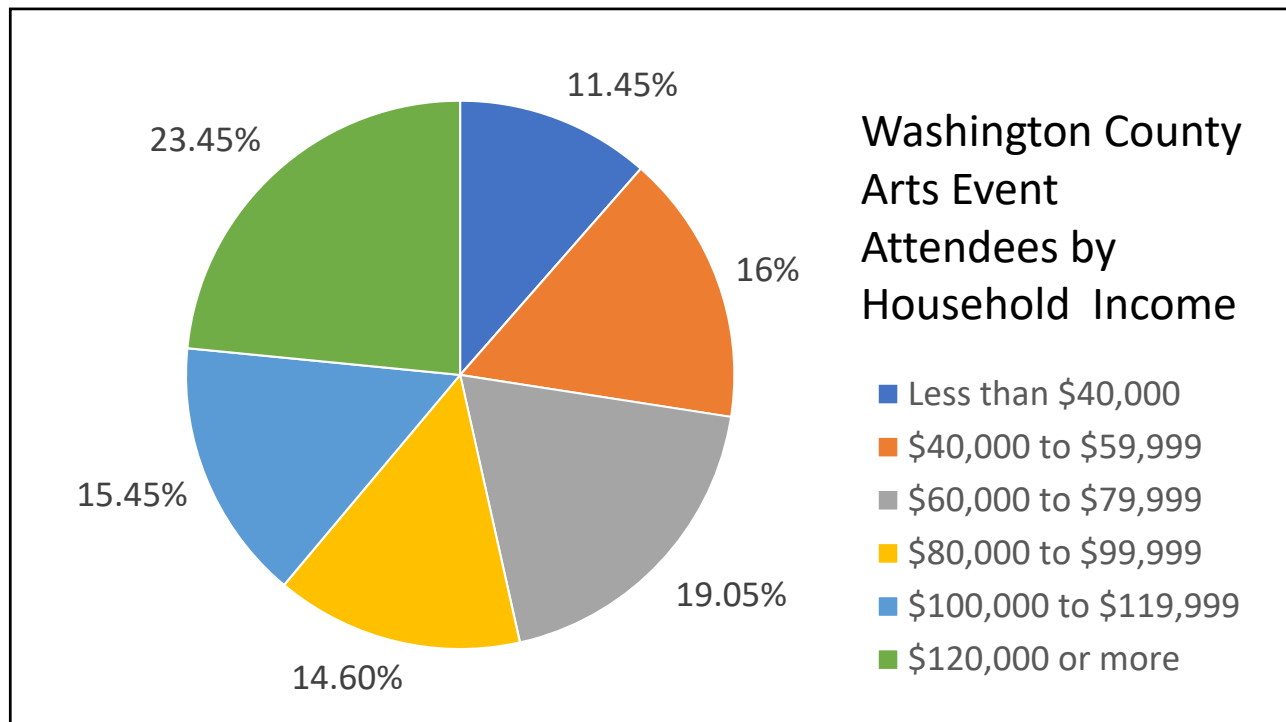
- 450+ audience surveys
- Collected at over 20+ events
- Ticketed and non-ticketed events

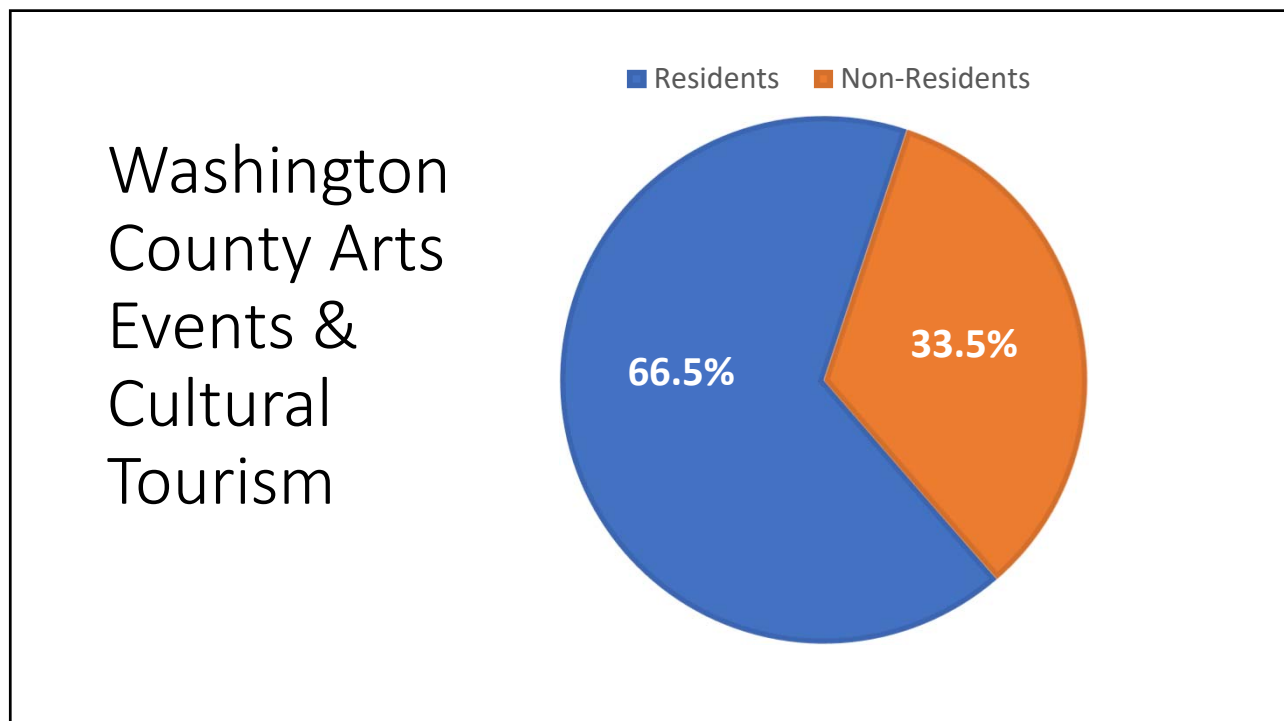
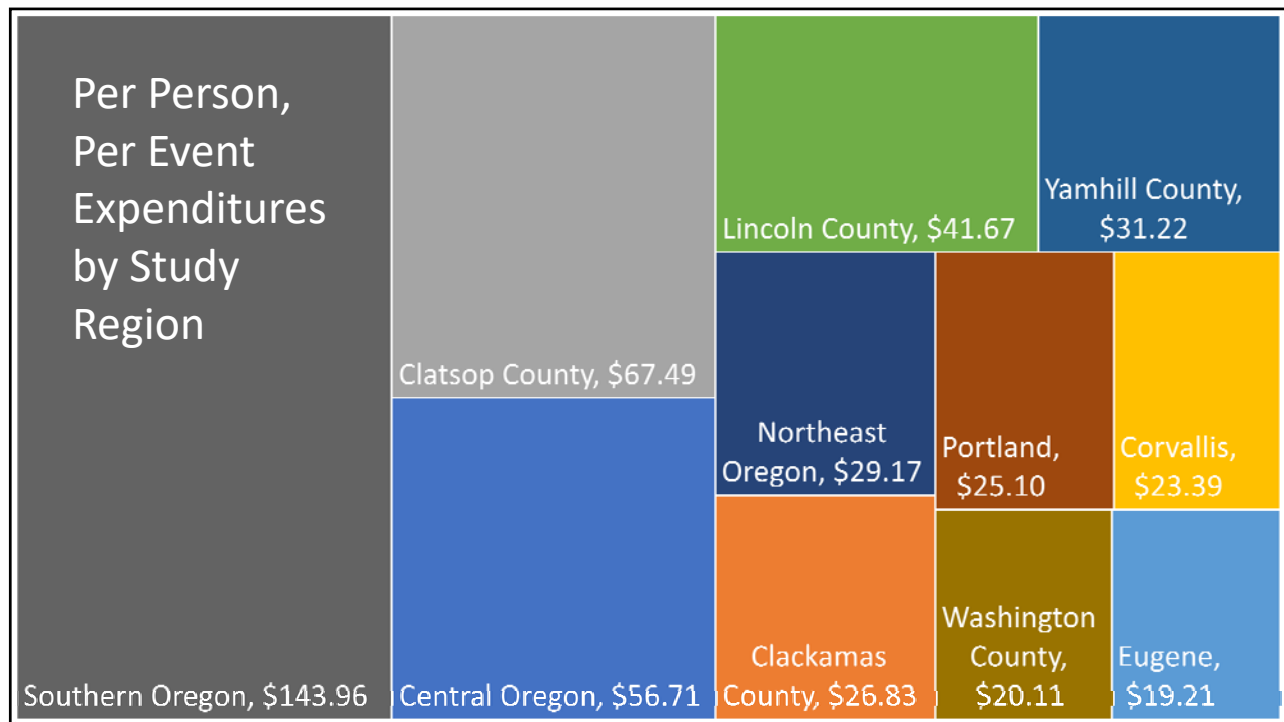


## Arts Event Attendee Spending

- 360,000+ art event attendees
- Attendees spent \$20/person/event outside the cost of admission
- \$7.2 million annually







91.5%

Of non-resident attendees said the primary purpose of their trip to Washington County was to attend that specific arts or cultural event

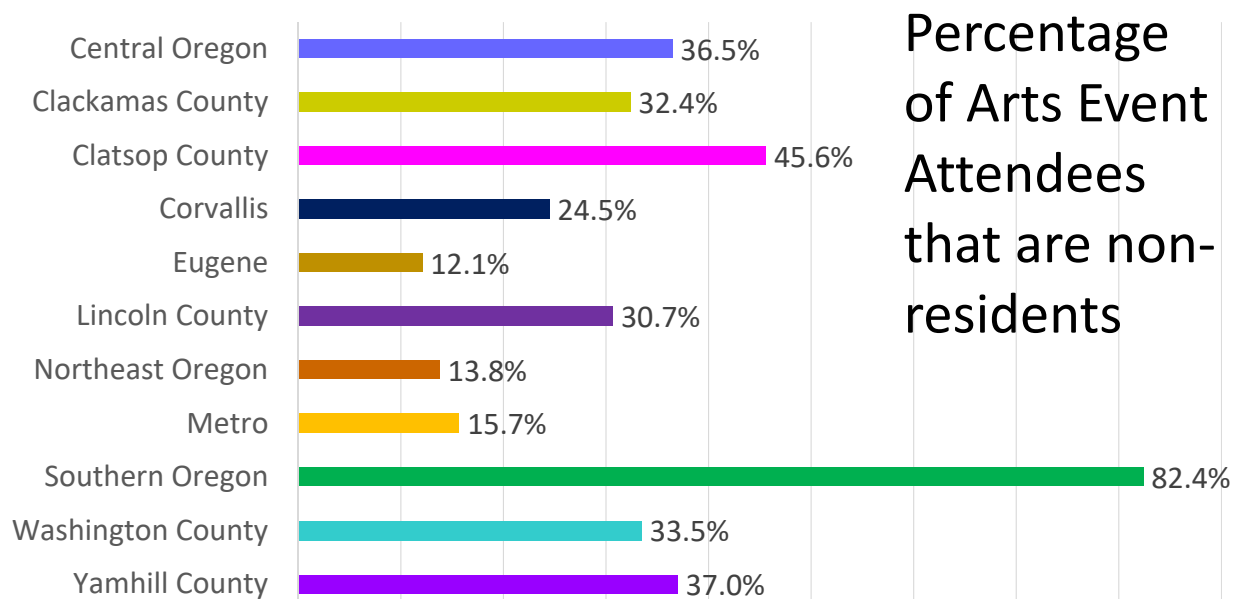
65.6%

Of non-residents said they would have traveled to a different community to attend a similar arts or cultural event if they hadn't come to Washington County

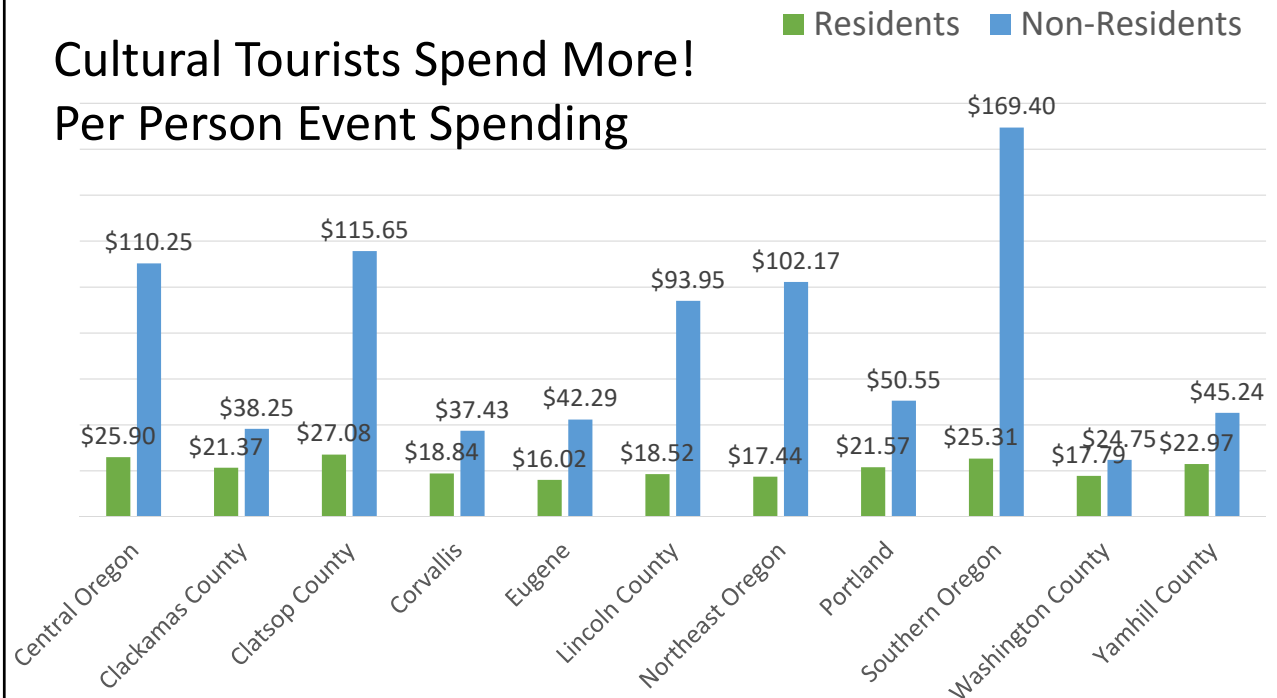


# 5%

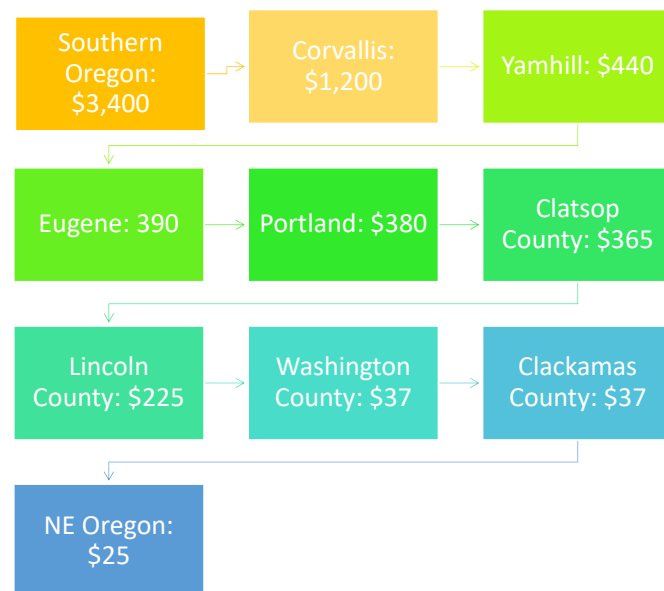
Number of non-resident attendees who paid lodging expenses in association with attending that specific event (around 5,500 people)



## Cultural Tourists Spend More! Per Person Event Spending



Per Capita  
Nonprofit Arts  
Industry Spending  
(Total Economic  
Impact  
year-round  
population)



# Tualatin Valley Creates

- Increase arts event attendance through communications and promotion
- Support existing programs and foster growth of new programs serving a broader audience
- Work to achieve greater access to arts for all, including culturally-relevant art for the diverse community
- Provide forward thinking leadership and long-term strategic planning for the sector



AEP5  
Study  
Partners