



MEETING AGENDA

MEETING TITLE: Sherwood Cultural Arts Commission
DATE & TIME: Monday, November 19, 2018 at 6:30 pm
LOCATION: Sherwood Center for the Arts
22689 SW Pine Street

ATTENDEES

Cultural Arts Commission

Bernie Sims, Chair
John Liles, Vice Chair
Geof Beasley
Roxanne Blackwood
Skye Boughey
Maddie Gavel-Briggs
Mallory Strand

Council Liaison

Councilor Jennifer Kuiper

City Staff

Kristen Switzer, Community Services Director
Chanda Hall, Center for the Arts Manager
Kelsey Beilstein, Program Coordinator

AGENDA

1. Call to Order/Roll Call (Sims)
2. Adjustments to the Agenda (Sims)
3. Approval of October Minutes (Sims)
4. Special Work Session Recap/Nov. 7 (Beasley/Hall/Strand/Switzer)
5. Public Art Master Plan Update (Sims/Hall)
6. Sherwood Sheep working group formation (Sims)
7. Center for the Arts Update (Hall)
8. Friends of the SCA Update (Boughey)
9. Council Update (Kuiper)
10. Other (Sims)
11. Adjourn (Sims)

Upcoming Dates to Note:

Saturday, Dec. 1, 2018: Parade & Tree Lighting, 4 pm

Tuesday, Dec. 18, 2018: Boards & Commissions Dinner, 6 pm (RSVP by Dec. 10)



Sherwood Cultural Arts Commission MEETING MINUTES

MEETING TITLE	Sherwood Cultural Arts Commission
DATE & TIME	11.19.2018 6:30PM
LOCATION	Sherwood Center for the Arts 22689 SW Pine St Sherwood OR, 97140
FACILITATOR	Bernie Sims
NOTES TAKEN BY	Kelsey Beilstein

ATTENDEES

Cultural Arts Commission	Council Liaison
X Bernie Sims; Chair	- Jennifer Kuiper, City Councilor
X John Liles; Vice Chair	
- Geof Beasley	
X Skye Boughey	X Chanda Hall, Cultural Arts Center Manager
- Maddie Gavel-Briggs	X Kristen Switzer, Community Services Director
X Roxanne Blackwood	X Kelsey Beilstein, Program Coordinator
X Mallory Strand	

MEETING NOTES

- 1. Call to Order/Roll Call (Sims)**
Called to order at 6:40pm
- 2. Adjustments to the Agenda (Sims)**
 - None
- 3. Approval of October Minutes (Sims)**
 - *Liles motioned to approve the October minutes. Seconded by Boughey. All in favor, motion passed.*
- 4. Special Work Session Recap/Nov. 7 (Hall)**

Hal presented the minutes from the SWOT work session with the Cultural Arts Commission and City Council. (Exhibit A)

 - It was asked if the feedback from City Council and the Mayor was focused on the Center for the Arts building. Hall confirmed that it was, but that could be based on the people in the attendance.
 - It was suggested that the Cultural Arts Commission revisit the idea of visioning and producing an elevator speech.
 - The Commission reviewed the minutes from the SWOT analysis conducted with City Council. The Commission discussed how the list could be edited to focus more on the Arts Commission and less on the Center for the Arts.
 - The Cultural Arts Commission would like to present the following 2018 Annual Boards & Commissions Report to City Council:

Strengths

- Public Art Master Plan in progress (Research and growing knowledge)
- Grants that have been received
- Strong Commission with diverse experience, arts backgrounds, and perspectives
- Effective social media channels in place to communicate well about the arts in Sherwood
- Anchor clients/arts partners, and a community that values the arts
- Connections across the county/growing Washington County arts community
- Momentum due to the success of the Unity Project
- High quality art in the community and in the Center for the Arts building
- Reinvention of the Cultural Arts Commission

Weaknesses

- Lack of dedicated volunteers to assist with large projects
- Lack of Commission members
- Public Art is new to us, without a resident expert
- Lack of dedicated Public Art staff/no staff position
- Lack of ongoing funding source for Public Art/dedicated funding
- Lack of high visibility

Opportunities

- Create a solid foundational document with the Public Art Master Plan, creating a path forward
- Create connections and engage with established Public Art programs in the region
- Establish the visual culture of Sherwood
- Opportunity to build off a strong start of Public Art engagement (Unity Project), creating numerous new opportunities to engage the community
- Opportunity to build excitement and educate the community about Public Art
- Explore building a practice of volunteering in the arts, connecting with people who value the arts
- Opportunity to apply for grants, and continuing our grant success
- Work with Washington County groups and RACC to reach more people/raise visibility

Threats

- Lack of dedicated funding source(s)
- Lack of a readily-available volunteers to assist in executing projects
- Need for more Arts Commission members
- Lack of interest/community understanding of Public Art

1. What are your two or three most significant accomplishments for this past year as a board or commission?

- Public Art Master Plan work
- Planning and research into Public Art
- Alliances formed with other arts entities within the City
- Participation in the Arts & Economic Prosperity study (Americans for the Arts study)

2. What are your two or three major goals for the upcoming year as a board or commission?

- Hold an Arts Commission retreat/visioning meeting and develop a new vision statement/document
 - Have the Public Art Master Plan done by the first quarter, presented to and adopted by City Council
 - C. Launch one Public Art project or installation
- 5. Public Art Master Plan Update (Sims/Hall)**
Hall announced that Chapin is available to do some final polishing on the Public Art Master Plan. Once an agreement gets drawn up, she will start the work.
- 6. Sherwood Sheep Working Group Formation (Sims)**
- Sims is working on getting the sheep around spring breaking and having them for a designated period of time.
 - Sims would like Commission members to form a sub-group to help with the planning process. Boughey, Liles, and Blackwood volunteered to be a sub-planning committee that will start meeting in January.
 - Switzer reminded the Commission that if a quorum from the Commission is formed at any meeting then the meeting needs to be notified and minutes will need to be taken for public record.
- 7. Center for the Arts Update (Hall)**
Hall provided the following updates:
- All Winter and Spring classes are available for online registration.
 - Center for the Arts is bringing Broadway Master Classes to Sherwood. The instructors will be Megan McGinnis and Jeff Whiting.
 - Kelsey and Leah represented the City of Sherwood at the National Arts Marketing Project, an annual conference produced by Americans for the Arts.
 - Winter Art Walk will be on December 13th.
- 8. Friends of the Center for the Arts Update (Boughey)**
Boughey provided the following updates:
- Production assistance has awarded Christian Youth Theater \$1,000.
 - A couple class scholarships have been awarded in the last month.
 - A new production assistance grant cycle will opening January.
 - The Friends have been at Family Flix and Classic Films selling concessions.
 - Planning has started for the 2019 Gala; "A Night at the Copa!" The Gala will be held on April 26th. The next planning meeting will be held on December 4th at 12:30pm.
 - The Friends are currently looking for board members.
- 9. Council Update (Kuiper)**
In Kuiper's absence, Switzer provided the following Council updates:
- Council will be meeting tomorrow night .
 - The annual Boards and Commissions Dinner will be held on December 18th at the Center for the Arts. Every Commission member is welcomed to attend.
 - Council has completed all of their SWOT work session meetings with the Boards and Commissions.
- 1. Other (Sims)**
- Next meeting is January 14th at 6:30 pm at SCA
- 2. Adjourn (Sims)**
Adjourned at 8:34 pm



2018 Annual Boards & Commissions Report to City Council – SWOT

Cultural Arts Commission

City Council Work Session – 6:00 pm

Tuesday, December 18, 2018

Sherwood Center for the Arts

22689 SW Pine Street

Sherwood, OR 97140

Strengths

- The Center for the Arts building
- Local groups that love and value the arts
- Public Art Master Plan in progress
- Arts patrons who have a passion for good quality of life
- Many non-profit groups
- Grants that have been received
- The staff at the Center for the Arts
- Center for the Arts catalogue
- Strong programming
- High quality art in the community and in the building
- Good communication about the arts in Sherwood/use of social media
- Reinvention of the Cultural Arts Commission (from getting SCA built, to starting Pubic Art Plan)
- Flexibility of use at the Center for the Arts/multipurpose nature
- The Center for the Arts serves as an economic driver
- The location of Center for the Arts (the hub of Old Town/Historic District)

Weaknesses

- Lack of robust funding/corporate sponsors
- Lack of evaluation process/ways to get feedback from classes at Center for the Arts
- Need to crack the code of reaching high school students/teenage patrons, involving them

Opportunities

- Capturing patrons/audiences to return for future events/marketing follow-up
- Generating revenue by producing/bringing in our own shows/our own programming
- Completing the Public Art Master Plan
- Partnering with other facilities in Sherwood to expand classes & programming
- Collaborate with school district for future use of Hopkins Elementary building as they move Admin offices in
- Numerous Public Art opportunities/community engagement

- Working with Washington County groups to reach more people/raise awareness
- Look at fresh programming for adults, like Arts & Lectures series
- Robust partnerships with VPA, SFA

Threats

- Funding
- Interest/lack of interest from community
- Limited size of the Center for the Arts
- New high school's performing arts center may compete with Center for the Arts facility
- Location of new high school/further away from the Center for the Arts
- Loss of quality instructors due to lack of people signing up for their classes

1. What are your two or three most significant accomplishments for this past year as a board or commission?

A. Public Art Master Plan work

B.

C.

2. What are your two or three major goals for the upcoming year as a board or commission?

A.

B.

C.