

MEETING AGENDA

MEETING TITLE: Sherwood Cultural Arts Commission

DATE & TIME: Monday, September 21, 2020, 6:30 pm

LOCATION: *Pursuant to Executive Order 20-16, this meeting will be conducted electronically and will be live streamed at <https://www.youtube.com/user/CityofSherwood>*

ATTENDEES

Cultural Arts Commission

John Liles, Vice Chair
Geof Beasley
Skye Boughey
Casey Chen
Rachel Hay
Winnie Parmar
Vicki Poppen

Council Liaison

Councilor Sean Garland

City Staff

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

AGENDA

1. Call to Order/Roll Call (Liles)
2. Adjustments to the Agenda (Liles)
3. Approval of August minutes (Liles)
4. Arts Commission leadership/vote on new chair (Liles)
5. Center for the Arts update (Hall)
6. Friends of the SCA update (Boughey)
7. Citizen Comment (Hall)
Pursuant to Executive Order 20-16, citizen comments must be submitted in writing to Hallc@Sherwoodoregon.gov. To be included in the record for this meeting, the email must clearly state that it is intended as a citizen comment for this meeting and must be received at least 24 hours in advance of the scheduled meeting time.
8. Council Update (Councilor Garland)
9. Discussion of Public Art and Murals Plan (Hall)
10. Adjourn (Chair)

Upcoming Dates of Note:

Monday, October 19 at 6:30 pm: Cultural Arts Commission meeting

If you require an ADA accommodation for this public meeting, please contact the City Recorder's Office at (503) 625-4246 or MurphyS@sherwoodoregon.gov at least 48 hours in advance of the scheduled meeting time.



Sherwood Cultural Arts Commission MEETING MINUTES

MEETING NOTES

MEETING TITLE	<u>Sherwood Cultural Arts Commission</u>
DATE & TIME	<u>9.21.2020 6:30 PM</u>
LOCATION	<u>Microsoft Teams/Live on YouTube</u>
FACILITATOR	<u>John Liles & Skye Boughey</u>
NOTES TAKEN BY	<u>Kelsey Beilstein</u>

ATTENDEES

Cultural Arts Commission	Council Liaison
X Skye Boughey	X Sean Garland, City Councilor
X John Liles; Vice Chair	
X Geof Beasley	City Staff
- Casey Chen	X Chanda Hall, Cultural Arts Center Manager
- Vicki Poppen	X Kristen Switzer, Community Services Director
X Rachel Hay	X Kelsey Beilstein, Program Coordinator
X Winnie Parmar	

1. Call to Order/Roll Call (Liles)

Called to order at 6:31

2. Adjustments to the Agenda (Liles)

- None

3. Approval of Minutes (Liles)

- ***Boughey motioned to approve the August minutes. Seconded by Beasley. All in favor, motion passed.***

4. Arts Commission Leadership/Vote on New Chair (Liles)

- ***Beasley motioned to appoint Boughey to the chair position. Seconded by Liles. All in favor, motion passed.***

5. Center for the Arts Update (Hall)

Hall provided the following updates:

- Staff has been looking at alternative uses of the space, while social distancing guidelines are in place and large events are not allowed.
- Fall arts classes were posted on Friday. There is a mix of small group in-person classes and virtual classes. There will be no singing or musical theatre classes due to the current restrictions.
- Staff is currently circulating a community survey to see what kind of programming the community is interested in and how best to serve the community this Fall.
- Fall Art Walk has been rescheduled for October 1. The event will be happening in conjunction with the *For the Love of Paper* gallery opening.
 - It was asked if the gallery will be open to walk through at the Art Walk. Hall answered yes, there will be a limited amount of people let into the building at a time, similar to the Summer Art Walk.

- It was asked if the building is currently closed to the public. Hall answered yes, but people can make an appointment to view the gallery.

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

Boughey provided the following updates:

- The Friends has a meeting this evening for the first time in a month and a half.
- Mary Reid has joined the Board. There are now six members on the Board and they are still looking for additional members.
- An ask/donation letter will be sent out in the middle of October to raise money for scholarships.
- Members continue to raise money via the bottle return program.
 - It was asked what the Friends of the Center for the Arts does. Boughey explained that The Friends are the non-profit fundraising arm for the Center for the Arts. They raise money for assistance, equipment needs, and events put on by the Center for the Arts.
 - It was asked what the budget for the Gala usually is. Boughey stated that the 2018 Gala budget was \$12,000.
 - It was asked if The Friends would be interested in hosting a virtual Gala. Boughey answered that if COVID continues, then yes it would be an option for next Spring.

7. Citizen Comment (Boughey)

- None

8. Council Update (Garland)

Garland provided the following Council updates:

- The Council will be looking at the Parks Master Plan in a work session on October 6.
- Meetings continue to happen virtually.
- The Council will be looking at annexing some land into the Tonquin Employment Area.
- October 13 is the deadline to register to vote in this November's election. Ballots will not require postage.
- Hall participated in last weekend's Peace Walk and gave a great speech about art can help promote peace in the community.

9. Discussion of Public Art and Murals Plan (Hall)

Hall presented the updated Public Art Master Plan (Exhibit A) and Murals Plan (Exhibit B).

- It was suggested to word the inclusion statement differently in the Murals Plan.
- It was asked if students would be encouraged to participate. Hall explained that they would be encouraged to be a part of projects led by a professional artist.
- It was suggested to include a maintenance plan/average cost of maintenance and maintenance expectations.
- It was asked who would be expected to maintain the murals. Hall explained that it would be up to the property owner. Hall added that there are plans that outline a process of what happens when/if a property owner does not maintain their piece. The murals are expected to be kept in good repair and kept on the wall for five years. It will then will come down or there will be a conversation about whether the mural is working for the host, if it is beloved to the community, and if the city needs to take over maintenance.
- It was suggested to expand the maintenance section with more of an outlined process.
- It was asked what happens when a business wants to put up a mural that is controversial. Hall explained that due to first amendment rights, Hillsboro only approves or denies if a piece is within code when it is being put up on private property. Hall added that step four in the Mural Plan recommends collecting public comment from people that are in the affected area.
- It is suggested to expand step four of the Murals Plan with more explanation as to when public comment should be collected.
- It was asked what happens when an artist puts up something that was not approved. Hall explained that they will not be allowed to continue.
- Hall asked if the values outlined in the Public Art Master Plan still align with the group. The group suggested re-wording or striking the last bullet because it is repetitive. No additional suggested changes.

- Hall requested that the Commission get her any changes or comments by Monday the 28th.

10. Adjourn (Boughey)

Boughey had the Commission introduce themselves to new Commission members Winnie Parmar and Rachel Hay and the new Commissioners were welcomed.

Adjourned at 8:15

SHERWOOD MURALS PLAN

The Public Art Murals program is a Sherwood city-wide program administered by the Cultural Arts Commission as part of its new Public Art program.

The Sherwood Cultural Arts Commission completed writing the Public Art Master Plan in 2020, creating a path forward for public art. This handout lays out the plan for citizen-driven public art **murals** in Sherwood.

A mural is defined as a painting, mosaic, or bas-relief that is applied directly to a wall and is visible from the public right-of-way.

Proposals for new murals are reviewed by the Cultural Arts Commission, the body responsible for overseeing Sherwood's Public Art Program, with support from the Manager of the Sherwood Center for the Arts. Arts Commissioners go through an application process and serve for a designated term. They are citizens of Sherwood who bring a diversity of backgrounds and expertise to their positions, and they are committed to promoting arts and culture in our city. All Cultural Arts Commission meetings are open to the public.



WHO CAN APPLY FOR A MURAL?

Applicants may be individual artists or a group of artists; a building owner; a business owner; a non-profit organization; a citizen group; or a neighborhood association.

Any individual or organization interested in creating an outdoor mural in Sherwood must apply for approval through the Public Art Mural Program. Approved murals must remain on the approved site for no less than five years.

MURAL SELECTION CRITERIA

The following criteria will be applied to each mural application:

Accessibility: is viewable by the public;

Artist Quality: strength of the artist's concept and demonstrated craftsmanship;

Context: architectural, geographical, socio-cultural and historical;

Feasibility: budget, timeline, experience level of those involved, etc.;

Permanence: will last a minimum of five years, resistance to vandalism and weather;

Scale: appropriateness of scale to the surrounding neighborhoods;

Technical proficiency: technical skills and artistic experience of the artist.

The Cultural Arts Commission encourages artists of all ages and races to apply.
All artistic styles are welcome.

MURAL REQUIREMENTS

Applicants must demonstrate that they will:

- Use media that ensures mural longevity and durability;
- Paint on a surface and structure that is stable and ready (or *will be* stable and ready) for painting;
- Use current murals standard/high quality graffiti/UV coating on the finished mural that provides resistance to weather and vandalism;
- Create a mural that is accessible to the public for viewing.

The building owner must commit to keep the mural unchanged for a minimum of 5 years, and to maintain the mural during that time.

If the artwork is funded by the City of Sherwood and slated to be placed on private property (non-City property), an Art Easement Agreement must be signed (pg. 10).



MURAL APPROVAL PROCESS

1. Meet with the Arts Center Manager for initial review of proposal, including location, funding and building owner's approval.
2. Submit Public Art Mural Application (see pgs. 6-9)
3. Arts Center Manager confirms that there are no outstanding issues with City of Sherwood codes.
4. A meeting is convened with the applicant and the Cultural Arts Commission. If applicable, a meeting notice is sent to the neighborhood association or business owners affected by the proposed mural, inviting them to the meeting. Citizen comment will be taken.
5. The Cultural Arts Commission approves or denies the project based upon adopted selection criteria for public art murals (see pg. 2).
6. If approved by the Cultural Arts Commission, the mural artist and building owner are notified. If the mural is City-funded on non-city property, the building owner will provide signed Art Easement Agreement (pg. 10), which is filed with the City.
7. Artist signs General VARA Waiver form for visual artists (pg. 5)
8. The City of Sherwood issues a Notice to Proceed.
9. Artist begins painting mural. Graffiti/UV coating is applied.
10. Applicant contacts Center for the Arts Manager and chair of the Cultural Arts Commission, notifying them of completion of the mural.

Project completion is celebrated, and the process is documented by City staff.



“Public art humanizes the built environment. It provides an intersection between past, present, and future; between disciplines and ideas.”

--Patricia Walsh, *Americans for the Arts.*

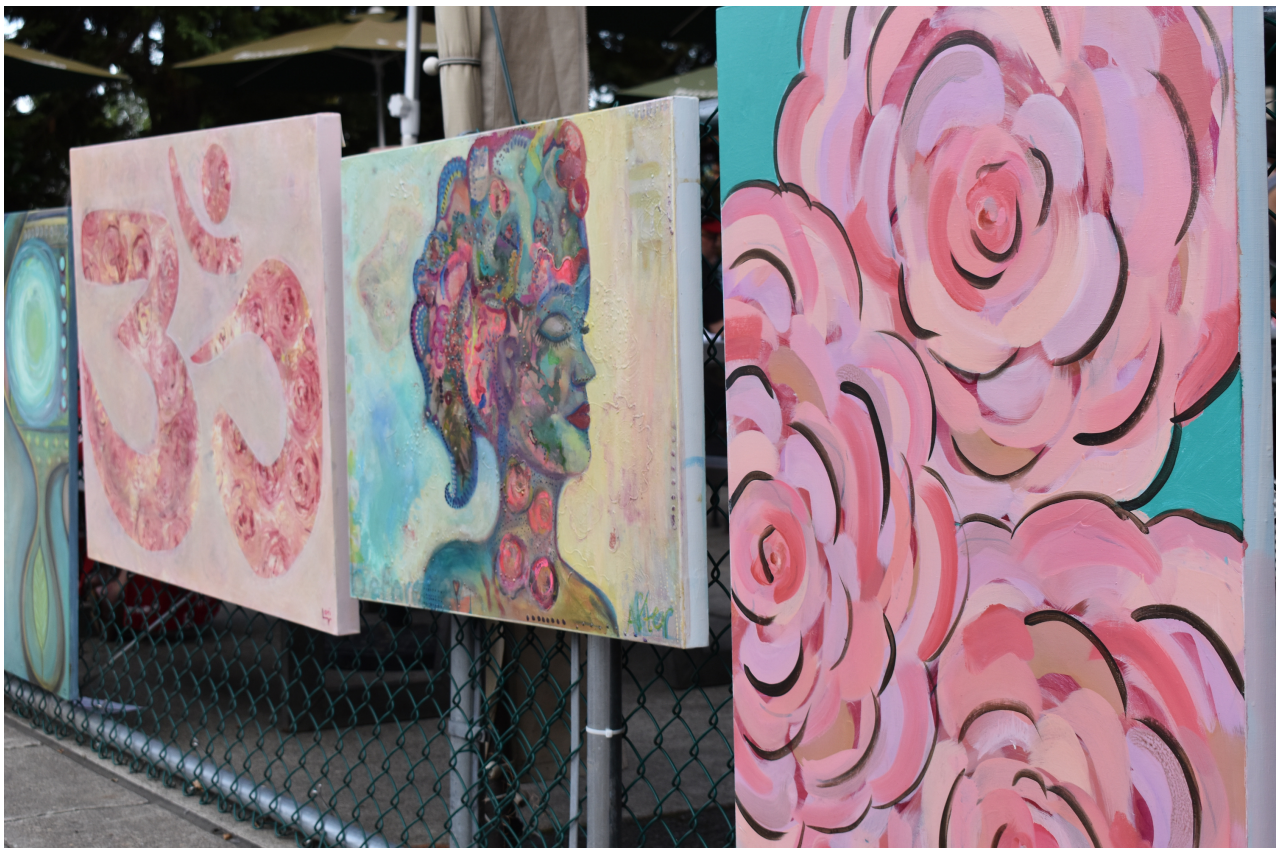
FUNDING AVAILABILITY

Public art murals may be funded by private individuals, businesses or community groups, or through grants. A limited amount of Public Art Funds may be available through the City of Sherwood. Contact the Sherwood Center for the Arts Manager for more information on funding options. Availability of funds will vary from year to year.

A Public Art Fund Development committee is being formed, made up of engaged citizens, Arts Commissioners, and business owners. This committee is dedicated to identifying funding sources and avenues to invest in murals and other public art projects, leading to a more vibrant, livable city.

Special Acknowledgements:

Sherwood Public Art Program and the Cultural Arts Commission would like to recognize and thank the Regional Arts and Culture Council (RACC), Hillsboro Arts and Culture Council, and the Beaverton Murals Program for their guidance, assistance and modeling of how to set up a murals program.



SHERWOOD PUBLIC ART

General VARA Waiver for Works of Visual Art (MURAL)

I, _____ (print name), "Artist," hereby acknowledge the rights of attribution and integrity generally conferred by Section 106A(a) of Title 17 of the U.S. Code, (The Visual Artists Rights Act of 1990, "VARA"), and any other rights of the same nature granted by other federal, state or foreign laws. Artist acknowledges that his/her work of art is a mural, which by its nature will be on the façade of a building subject to the rigors of Oregon weather. Artist further acknowledges that any mural created may be destroyed, either by weather or a necessity otherwise occasioned, which requires its removal from the building. Therefore, of his/her own free act, Artist hereby waives his/her VARA rights with respect to the uses specified below by The City of Sherwood, Oregon, or anyone duly authorized by The City of Sherwood, Oregon, for the following work(s) of visual art:

MURAL ENTITLED: _____

MEDIUM: _____

SPECIFIED USES: Artistic enhancement of a structure at (street address)

Signature of Artist

Printed Name of the Artist

Date

PUBLIC ART MURAL APPLICATION

Applicant information:

Name of applicant or sponsoring group/organization

Name of contact person

Email address

Website

Mailing address of applicant

City/zip code

Phone number

Artist information:

Name of lead artist

Email address

Website

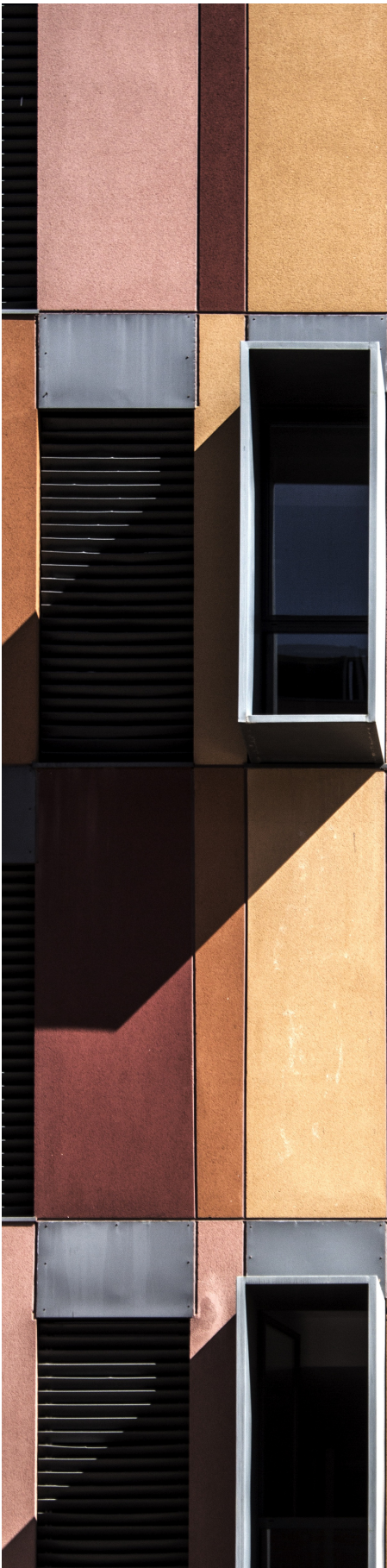
Mailing address of artist

City/State/zip code

Phone number

Names of other participating artists

Names of other participating artists



PUBLIC ART MURAL APPLICATION

Property information:

Proposed mural location--building or business name

Street address or intersection

Property owner's name Email address

Property owner's phone Business owner's name

Project start date **Completion date**

Briefly describe the site of the mural, including the **size** of the mural in relation to the actual wall size, direction the mural will face, and visibility to the public:

Please provide a color image of the proposed mural, with dimensions and placement on the wall; affix below in this space:



PUBLIC ART MURAL APPLICATION

Briefly describe the physical condition of the proposed mural wall (concrete, wood, brick, cracks, leaks, etc.):

Describe the sponsoring organization or community group behind the mural:

Specify the type of paint or other materials to be used; include information about the material's durability, longevity, and toxicity:

Will you be using scaffolding, lifts, or ladders during the painting or installation process? Please include a plan for maintaining access to sidewalks, streets, and businesses, and insuring the safety of the public and the artists.

Attachments:

- 1-** Attach any letters of support from community, property owner and/or surrounding businesses.
- 2-** Attach a resume/CV and bio of the lead artist, and highlight the lead artist's experience working as a muralist.
- 3-** Mural project budget: please attach a budget showing:
 - Income (any grants, donations, in-kind contributions)
 - Expenses (materials, artist fee, equipment rental, etc.)



SIGNATURES

Applicant Certification:

I, as the public art mural applicant, certify that the information and materials provided herein are correct and true to the best of my knowledge, and I have read, understand and will abide by the Sherwood Public Art Murals guidelines.

Signature

Name (print)

Date

Email/phone number**Property Owner Certification:**

I certify that I am the owner of the project property. I further certify that I have read, understand, and will abide by the Sherwood Public Art Murals guidelines, and I give permission for the placement of the mural as presented in the application.

Signature

Name (print)

Date

Email/phone number**Confirmation of Maintenance Responsibility:**

I agree to maintain the mural as required by the Sherwood Public Art Murals Program. I understand that the City of Sherwood requires an anti-graffiti coating be applied to the completed mural to help abate graffiti and vandalism. In doing the maintenance, I will comply with any relevant provisions of Sherwood Municipal Code (Chapter 12, Streets, Sidewalk and Public Spaces--if blocking the sidewalk or encroaching into the public right-of-way for a period of time, one might need to get a ROW permit).

Signature

Name (print)

Date

Email/phone number

Relationship to the project (artist, property owner, business owner, property manager)

Submit materials to: Cultural Arts Commission, c/o Sherwood Center for the Arts,
22689 SW Pine Street, Sherwood, OR 97140

Contact: Chanda Hall, Sherwood Center for the Arts Manager
hallc@sherwoodoregon.gov 503.625.4261

THE CITY OF SHERWOOD

PUBLIC ART MASTER PLAN



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FROM CONSULTANT BILL FLOOD

F: THE VISUAL ARTISTS RIGHTS ACT OF 1990





ACKNOWLEDGEMENTS

Many thanks to everyone participating in this planning process, and especially the Sherwood Cultural Arts Commission members, past and present:

Bernie Sims, Chair

John Liles, Vice Chair

Geof Beasley

Roxanne Blackwood

Skye Boughey

Maddie Gavel-Briggs

Sean Garland, City Councilor

Jennifer Kuiper, City Councilor

Shelly Lamb

Matthew Schantin

Mallory Strand

Ava Boughey

Casey Chen

Kristen Switzer, City of Sherwood Community Services Director

Bill Flood, Community Development Consultant

Maggie Chapin, former Manager, Sherwood Center For The Arts

Chanda Hall, Manager, Sherwood Center for the Arts

Kelsey Beilstein, Events & Arts Program Coordinator

Additionally, 71 individuals from the community attended public input sessions in June and July of 2018 to provide their perspectives.

EXECUTIVE SUMMARY

WHAT IS PUBLIC ART?

Public art is, most simply, artwork in spaces accessible to the public. Public art can draw from any artistic or creative medium, and can be permanent or temporary. It can include everything from large identity-building events to smaller projects led by local artists that add character to an area. Public art is commissioned, acquired or donated to the City in an open and transparent process.



Placed in public spaces, public art is for everyone; a form of collective community expression.

WHAT IS THE PURPOSE OF A PUBLIC ART MASTER PLAN?

A Public Art Master Plan is a tool to strategically plan for and maximize the potential of public art by establishing a process for the City to acquire, manage and maintain public art, while establishing processes for citizen-driven public art. The Public Art Master Plan is the road map that will lead to a successful, dynamic, well-managed Public Art Program.



THE DEVELOPMENT PROCESS

ABOUT SHERWOOD

Consistently ranked among the top small towns in America as one of the best places to live in Oregon, Sherwood is known for its quaint historic downtown, top-ranked schools, and family-friendly culture. Approximately half of all households include children, compared to 30% statewide. Nearly 96% of residents have a high school degree, and 44% have a Bachelor's degree or higher.

The area has strong agricultural roots and was originally built up around the railroad, with brick-making, canning, and a tannery as the main industries. One of the most rapidly growing cities, Sherwood is now home to over 19,000 people, and is considered the gateway to wine country. Sherwood distinctives include beautiful parks, safety, livability, and vibrant community events such as Music on the Green and the Robin Hood Festival. The community is also known for its strong commitment to the performing arts.



Sherwood is currently the only city with a population over 12,000 in Washington County without a Public Art Program (Appendix C).

AN EMERGING PLAN FOR SHERWOOD PUBLIC ART

This document is written as a developing plan, to be reviewed annually and updated/built upon by the Sherwood Cultural Arts Commission based on regular assessment and the changing needs of the community. This plan directly correlates with the Sherwood City Council's mission, values, and goals, adopted on July 17, 2018, updated in January 2019 and again in 2020 (see page 9).

These core values of Sherwood articulate the reasons to invest in and engage with public art. This public art plan will continue to align with the mission and values of Sherwood.

Acknowledging that there are several routes for funding a variety of public art projects, this plan envisions what "could" be. This plan recognizes that planning for public art can and should go hand-in-hand with planning for public spaces in Sherwood; as such, this planning is a long-term process. Identifying both funding mechanisms and collaborative partners is key to the process of establishing effective and impactful public art in Sherwood.

LIVABILITY

Both public and private developers realize that art, like other amenities, makes a project more appealing, attractive, and valuable.



OUR PROCESS

The Cultural Arts Commission hosted a presentation in 2017 from the City of Hillsboro about their well-established and thriving public art program. Catching a vision of how a similar program might impact Sherwood, the Sherwood Cultural Arts Commission worked with Center for the Arts Manager Maggie Chapin to apply for a grant to help begin the process. The Commission was awarded a grant to fund a public art consultant to help facilitate the development of a Sherwood Public Art Plan. In 2018, Cultural Development Consultant Bill Flood started to work closely with the Cultural Arts Commission to research, develop, and present his findings.

A small committee of Commissioners, the current Arts Center Manager, and staff worked to complete the writing of this Public Art Master Plan that was begun by Mr. Flood. It was presented to the Sherwood City Council on **INSERT DATE.**



THE PLAN PROCESS INCLUDED THE FOLLOWING:

- Working closely with staff of the Sherwood Arts Center and members of the Sherwood Cultural Arts Commission.
- Review of community demographics, plans, and projects.
- Interviews with community stakeholders (see **Appendix E**).
- An online survey
- Outreach meetings for the public and Sherwood artists.

ART + SHERWOOD



Although Sherwood does not yet have an adopted Public Art Plan, it is clear that the citizens of Sherwood hold the arts in high regard. After 17 years of effort and advocacy from the Cultural Arts Commission, elected officials and other individuals, the Sherwood Center for the Arts opened in February 2015—a clear demonstration of the high value that Sherwood places on arts in the community. The Center for the Arts is the city’s cultural hub, providing a variety of programming including performances, field trips, gallery space, and arts education for all ages. This City-owned gem features a flexible, state-of-the-art performance space for theatrical and musical acts, with audience seating for up to 420. It is a multi-use space, easily transformed into a variety of floor plans for civic events, celebrations, and outside rentals. The catalyst for the City’s popular Art Walk events, it is also the first stop on the Sherwood Cultural Walking Tour.

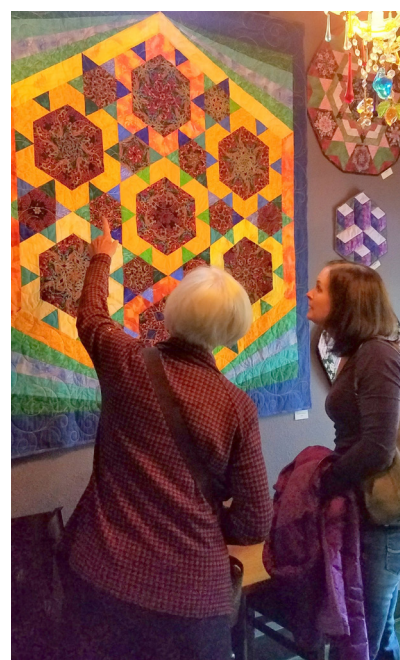
Local Sherwood culture includes the highly regarded public library, ample arts opportunities in the schools, commercial galleries, artists’ studios, performing arts organizations, and the Sherwood Heritage Center, including the Smock House Living History Site and Morback House Museum.

A strong cross-section of small businesses and community-centered nonprofit organizations directly support the arts, offering abundant opportunities for public art partnerships.

Several community groups are focused solely on bringing arts opportunities to Sherwood; most notably Voices for the Performing Arts Foundation (VPA) and the Sherwood Foundation for the Arts (SFA). Voices for the Performing Arts is dedicated to youth, and has been a mainstay of the community since it’s founding in 2006. It boasts twelve community choirs along with music theory/musicianship classes. Their annual youth musical theatre production consistently attracts over 100 participants. The Sherwood Foundation for the Arts, founded in 2008, produces several community theatre productions each year, playing to sold out audiences. They also run an annual puzzle competition that attracts national attention. An impressive number of Sherwood residents participate in these two organizations, either as performers, board members, volunteers, or audience members. This demonstrates Sherwood’s interest in the arts, and shows potential for public art partnerships and art-centered collaborations.

The Cultural Arts Commission successfully launched two public art projects; these temporary installations both engaged the citizens of Sherwood and left a lasting impression. The Unity Project (2017) and #SherwoodSheep (2019) reflected the best of our community, bringing awareness to the possibilities of public art in Sherwood.

The natural next step for the Cultural Arts Commission is creating a viable plan for public art in the City of Sherwood.



VISION, MISSION, VALUES

The Sherwood Public Art Program closely aligns with the core values of our City Council's Goals and Activities

PUBLIC ART PROGRAM

Public art invites fresh discovery, promotes meaningful connections and forms memorable experiences. Sherwood's public art plan provides a way forward for neighborhoods, businesses, and the Arts Commission to implement public art.

MISSION

The Cultural Arts Commission, with support from city staff, leads the overall program management of Public Art Program for the benefit and enjoyment of our community. Component responsibilities include working to develop processes for all phases of this public art plan; identifying funding opportunities; working with businesses and neighborhoods interested in hosting public art; selecting artists and pieces for Sherwood's eventual public art collection; and planning for the care and maintenance of artwork in our public spaces--artwork that reflects the following values.

VALUES

These values are translated into Guiding Standards for Sherwood Public Art Guidelines section. These values were carefully developed from public input throughout this planning process. We value public art that:

- Brings people together, builds our collective identity, says who we are and what we value
- Transforms our public spaces to be even more engaging and accessible
- Honors diversity and raises consciousness
- Connects people, ideas, and places
- Responds to our history and the natural environment
- Draws people to Sherwood and is good for our local economy
- Demonstrates our friendliness, safety, small-town feel, pride-of-place, support for youth, families, and one another
- Speaks to our collective humanity
- Responds to the surrounding environment

City Council adopted Resolution 2018-067 which revised the mission statement and core values. On June 2, 2020, City Council adopted Resolution 2020-031, updating City Council's Goals and Activities for FY2020-21 as follows:

MISSION

Provide high quality services for all residents and businesses through strong relationships in a fiscally responsible manner.

OVERARCHING GOALS

- Economic development
- Infrastructure
- Livability
- Public safety
- Fiscal responsibility
- Citizen engagement

CORE VALUES

- Citizen engagement
- Community livability
- Community partnerships
- Community pride
- Fiscal responsibility
- Transparent government
- Quality service
- Forward thinking

THE COMMUNITY WEIGHS IN



THE MOST CITED REASONS PUBLIC ART IS IMPORTANT TO SHERWOOD INCLUDE (APPENDIX E):

- It builds identity, says who we are and what we value
- It is memorable
- It brings people together, builds a sense of community
- Art raises consciousness, provides an uplifting transformative experience
- It makes our town more complete
- Is good for our economy and brings people to Sherwood

“Artists and entrepreneurship go hand-in-hand and are a major driver in promoting the continued economic development of Sherwood. Public art, specifically, helps us to continue to grow our unique ‘sense of place’ in Old Town Sherwood and to expand our creative economy, including arts-related businesses, chefs/quality restaurants, unique markets, wine-related businesses, outdoor wear design, tech startups, gaming designers, and digital media entrepreneurs to the community. With our prime location as the Gateway to the Oregon Wine Country, I am excited by the work of the Sherwood Cultural Arts Commission and our community partners in promoting public art in Sherwood, which will help us to attract both visitors and businesses looking for creative talent.”

--Bruce Coleman
Economic Development Manager
City of Sherwood

ASSETS & CHALLENGES

ASSETS

There is clear and substantial support for the arts in Sherwood, as illustrated by the development of the Sherwood Center for the Arts and by community participation in arts events and activities. Those interviewed in this planning process described “motivated” people in Sherwood (including artists), and a variety of partner organizations. Partners include Sherwood Public Library, Sherwood Foundation for the Arts, Marjorie Stewart Senior Community Center, Voices for the Performing Arts, Makers5 Art Cooperative, Friends of the Sherwood Center for the Arts, community development organizations including Sherwood Main Street and the Sherwood Chamber of Commerce, Rotary Club, local schools, and numerous local businesses that benefit from an active cultural life.

Downtown Sherwood boasts the Cultural Walking Tour and is anchored by the Sherwood Center for the Arts and the Sherwood Public Library/City Hall. This walkable historic downtown is also home to several art-friendly small businesses, and is brimming with public art potential. There is ample opportunity to curate thoughtful work that bolsters livability and showcases the unique qualities of our city as we continue to grow. Sherwood’s historic downtown embodies the reality that the arts drive economic development, specifically in Washington County (**Appendix F**)



CHALLENGES

Primary challenges voiced by citizens in this planning process include:

1

Identifying the appropriate mechanisms for funding a Public Art Program

2

Identifying the best structures for managing a Public Art Program (administrative, artist contracting, maintenance, etc.)

3

Gaining public consensus around key public art-related issues in Sherwood.

ROADMAP TO SUCCESS

The following milestones reflect the stages of development we anticipate for Sherwood's first public art plan. The Cultural Arts Commission will use this roadmap as a guiding document, reviewing and measuring progress annually.

YEAR 1

GAIN CITY SUPPORT AND CREATE CLEAR PATHWAYS FOR CITIZEN-DRIVEN AND CITY-DRIVEN ART PROJECTS.

MILESTONE 1 A

City Council adopts this Public Art Plan, including the Murals Plan, providing a path for public art in Sherwood.

MILESTONE 1 B

Synchronize and align efforts with the Sherwood 2040 Comp Plan, working with City planners to ensure that Public Art is valued and included, and that public art opportunities are part of future city development.

MILESTONE 1 C

Apply for grants specific to this new public art program. Funds may be used for a community arts project (similar to the Unity Project or #SherwoodSheep installation), or a more permanent work.

YEAR 2

REFINE PROCESSES, PURSUE PUBLIC ART OPPORTUNITIES, BUILD UNDERSTANDING WITH THE CITY OF THE MANY FUNCTIONS AND MERITS OF PUBLIC ART.

MILESTONE 2 A

City staff and Arts Commission work together to continue developing public art processes and program guidelines that make sense for Sherwood (see pg. 17).

MILESTONE 2 B

Establish a Fund Development Committee made up of citizens, Arts Commissioner, and business owners to explore all funding avenues

MILESTONE 2 C

Work closely with City departments/align with City priorities to determine which upcoming projects are strong candidates for public art and how to achieve this. This step should entail identifying key City staff to help oversee potential projects.

YEAR 3

AS FUNDING IS REALIZED, THOUGHTFULLY PLAN AND IMPLEMENT PUBLIC ART PROJECTS; PUBLIC ART PROGRAM MANAGEMENT PROCESSES ARE FULLY DEVELOPED FOR SITING AND MAINTENANCE OF PUBLIC ART.

MILESTONE 3 A

Further establish funding mechanisms and solidify sources for 1:1 matching funds.

MILESTONE 3 B

Staff and resources are identified to execute the fully realized Sherwood Public Art Program, and a major permanent piece of artwork for the City of Sherwood is planned (2-4 years implementation)

MILESTONE 3 C

Add Sherwood murals and other public art to the Cultural Walking Tour and include Sherwood in all listings of Washington County public art and tourism boards. Create access online to the public art collection for citizens and visitors.

YEAR 4 & BEYOND

CONTINUE TO REFINE PRACTICES, RESPOND TO CITY NEEDS, AND MEASURE EFFICACY OF PUBLIC ART PROGRAM. IDENTIFY AND DIVERSIFY FUNDING SOURCES. IMPLEMENT THE ABOVE-MENTIONED MAJOR PERMANENT PIECE FOR THE CITY OF SHERWOOD. CONTINUE TO BUILD THE COLLECTION STRATEGICALLY AND THOUGHTFULLY, ENHANCING THE VIBRANCY AND LIVABILITY OF SHERWOOD.



The Cultural Arts Commission aims to uphold Sherwood's mission and values while expanding the consciousness of its citizens through public art of the highest quality and resonance.

The City of Sherwood's Cultural Arts Commission will serve as the Public Art Committee, with responsibility for developing and overseeing the City of Sherwood's Public Art program and collection, with support from Center for the Arts staff. The Cultural Arts Commission will work with businesses, citizens, and City staff to ensure the successful implementation of public art. The Cultural Arts Commission continually strives to listen to and represent the community of Sherwood.



RESPONSIBILITIES INCLUDE:

- Identifying immediate opportunities to leverage public art in public and private projects (examples: parks and trails improvement/expansion, school improvements, Sherwood 2040 Comp Plan, festivals, downtown development, commercial development).
- Building key partnerships that will help further implement this plan.
- Advocating for public art and building support for it, laying a strong foundation for the future
- Identifying and helping to develop funding mechanisms for public art. This report includes a robust list of resources available to us (**see Appendix A**).
- Collaborating with stakeholders and engaging authentically with the community.

PROGRAM FUNDING

SUCCESSFUL FUND DEVELOPMENT FOR PUBLIC ART IN SHERWOOD WILL BE BASED ON:

- A clear value statement of why public art is important for Sherwood.
- Partnerships with key community organizations and businesses.
- Ongoing public education and outreach to all levels of individuals in the community.
- Foundational commitment from the City.
- Identifying public art opportunities and going after them with laser-like focus.
- Actively engaging with national resources (Public Art Network).
- Ongoing communications and advice from other public art programs in the region including Beaverton, Hillsboro, Lake Oswego, Portland (Regional Arts and Culture Council).

THE VARIETY OF FUNDING SOURCES BRAINSTORMED BY STAKEHOLDERS INCLUDE:

- Collaborative strategies (including events) developed with key organizations such as Friends of the Sherwood Center for the Arts, Sherwood Main Street, Sherwood Chamber of Commerce, neighborhood associations, schools, festivals. Specific organizations could take on funding-specific program elements (such as maintenance).
- Grants (may be supported by the involvement of a public art consultant or a contract grantwriter; grants often require 1:1 matching funds). Please remember that grants take time to identify, write, manage, and report/wrap-up, and they should not be considered as ongoing operating funds, but ways to support key projects. They often require 1:1 matching funds.
- Fundraising (traditional fundraising, crowdfunder campaigns).
- Individual giving (small gifts, private donors, large corporate donations).

CITY-RELATED FUNDING SOURCES TO BE EXPLORED:

- Percentage of Transient Lodging Tax.
- Dedication of a percent for art in public capital construction.
- Create ways for retailers to contribute/adapt an artwork program.
- Partnerships with small businesses.
- Partnerships with large private employers including businesses in the Tonquin Employment Area and PGE.
- Line-item in City budget.
- Including public art in urban renewal district, if it is voted to be expanded.
- Downtown economic improvement district.
- Fee included in City building permit.
- Fee included in City business license.



FUND DEVELOPMENT COMMITTEE:

Made up of Cultural Arts Commissioners, representatives from the business community, and interested citizens, this committee will identify and seek out avenues for funding public art in Sherwood. Committee members will explore all opportunities to support the realization of public art in Sherwood, including percent-for-art programs, grants, public-private partnerships, private donations, budget line items, and fundraising. Our goal is to form this committee by the end of year two.

A preliminary list of regional, state, and national public art funding sources can be found in **Appendix A**.

PROGRAM MANAGEMENT

Robust civic public art programs are most often managed by staff with public art expertise and current knowledge of best practices in the field. While arts advocates may feel they can oversee a major public art project, this path has limits. **Professional management can:**

- Constantly scout for and leverage public art opportunities in both public and private development;
- Identify a good location, strong vision and realistic budget for the project;
- Create a call to artists that is appealing, informative, clear, and attracts highly qualified artists;
- Ensure that the artwork is well-sited;
- Assess conservation, maintenance and safety issues prior to construction to minimize those problems and save future maintenance costs;
- Develop a clear and comprehensive contract avoiding future legal problems;
- Facilitate communication between the project partners and the artist to coordinate the work for best results and minimize extra efforts and costs to fix unanticipated problems;
- Provide an objective voice so that local artists can participate without any taint of favoritism.
- Serve multiple City departments (Economic Development, Public Works, Community Services) and advise private developers.



**FUTURE OPTIONS FOR IDENTIFYING
PROFESSIONAL MANAGEMENT INCLUDE:**

- Training and utilizing existing City staff to serve as a public art specialist.
- Creating a new part-time staff position. This is unlikely in a time of City budget limitations.
- Contracting with a public art consultant for management support. Many cities contract with organizations such as the Regional Arts and Culture Council (RACC) for these services.
- A professional public art manager (staff or contractor).

As this plan for public art comes to fruition and grows in Sherwood, staffing and resource needs will be clarified.



PROGRAM GUIDELINES

The selection of public art is a process led by the Cultural Arts Commission. The Commission will seek art that speaks to the values of Sherwood and infuses public spaces with art that is accessible to all.

Using nationally recognized best practices and guidance from local public art consultants, the Commission will work diligently to develop and implement the following policies in detail. These policies include:

ARTIST SELECTION POLICY

The method and criteria for selecting artists, including Requests for Proposals, limited or invitational competition, direct selection, or selection from a prequalified artist list or roster.

ACQUISITION POLICY

The process for selecting, purchasing, and identifying a site location for permanent pieces of art.

DEACCESSION POLICY

The process for withdrawing a work from the city’s art collection, done in the best interests of the public.

INVENTORY MANAGEMENT AND MAINTENANCE POLICY

The procedures for providing ongoing maintenance, or funding for maintenance of the City’s eventual public art collection.

DONATIONS POLICY

The process through which the city may donate or receive donated artwork. Public art collections may be greatly enriched through the generosity of donors; to maintain the continued high quality of the collection, all donations of art should go through a review process with the Cultural Arts Commission.

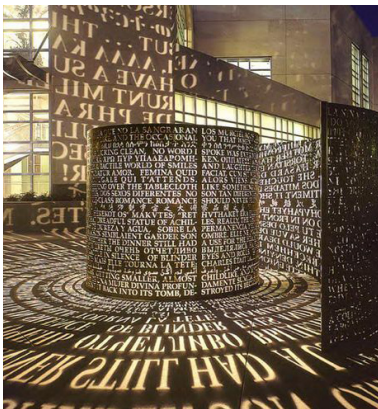
COPYRIGHT

The Public Art Plan must follow the guidelines set forth by the Visual Artists Rights Act of 1990 (VARA), which amended the copyright law to define a “work of visual art” and has specific rules about art in public places (Appendix I).

MURALS

Establish a plan and process for murals. Currently, a plan and policies for murals has been developed, which includes many of the guidelines above specific to murals. The proposed Sherwood Murals Program is attached to this document (see page ***).

As each policy is developed it will be added to this Public Art Master Plan and presented to the Sherwood City Council for adoption. This guiding document will grow as the public art program grows, adapting as needed.



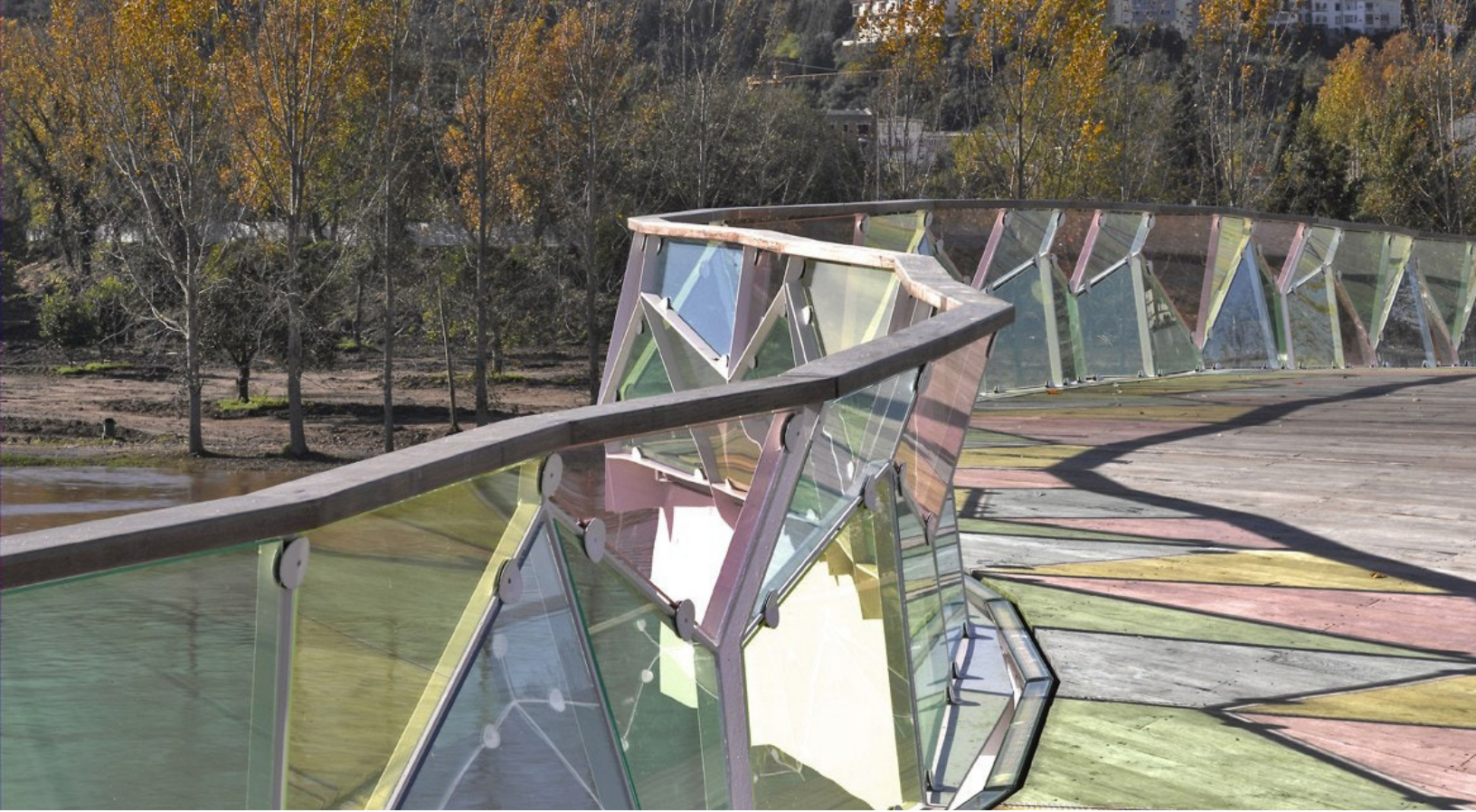
KEY PUBLIC ART LOCATIONS

The following are suggested questions to ask when considering if a site is appropriate for public art:

- Can the public easily view and engage with the art?
- Is there safe pedestrian access to the work, if appropriate?
- Can the site be easily maintained so that the artwork does not have to compete with an unkempt environment?
- Does the site fully support the of artwork being proposed?
- Are other amenities needed such as signage, seating or lighting?
- Does the site provide an environment conducive to connecting with the artwork?

THE FOLLOWING LIST OF SITES MOST APPROPRIATE FOR PUBLIC ART IN SHERWOOD WAS GENERATED THROUGH PUBLIC INPUT VIA THIS PLANNING PROCESS.

		NUMBER of responses	PERCENTAGE of total
1	PARKS AND TRAILS Including the new Skate Park.	16	21%
2	OLD TOWN	13	17%
3	GATEWAYS Including along Highway 99W.	11	14%
4	CANNERY SQUARE	8	10%
5	BY CENTER FOR THE ARTS Including vacant lot.	8	10%
6	2ND & WASHINGTON LOT Former schoolhouse site.	7	10%
7	SCHOOLS	6	8%
8	ROUNDABOUTS	5	6%
9	LIBRARY	3	4%
		77	100%



IN CONCLUSION

Opportunities abound for public art in Sherwood. We are in an exciting stage of growth and renewal in Sherwood - the upcoming Cedar Creek Trail, Old Town development, potential pedestrian bridge, the Tonqin Employment Area, Langer Farms Phase 7; all new growth creates opportunities for both siting and funding public art. The new Sherwood High School presents an opportunity to bring public art to the west side of Highway 99.

The Cultural Arts Commission is committed to imagining possibilities and pursuing opportunities for public art in Sherwood. Working in partnership with businesses, neighborhoods, and citizens, we look forward to building upon this vision of vibrant shared public spaces.

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APPENDIX B:

PUBLIC ART RESOURCES

State Funding Resources

- Oregon Arts Commission – for technical assistance and small grants (Arts Build Communities)
- Oregon Cultural Trust (grants)
- Regional Arts and Culture Council (public art policies, procedures, artist roster, grants)
- Oregon Department of Transportation
- Oregon Community Foundation (resources, grants)
- Travel Oregon – (technical assistance, grants)
- Tualatin Valley Creates (local resources, workshops)
- Reser Family Foundation (grants program)
- Washington County Visitors Association (grants)
- METRO Community Placemaking Grants
- Business Oregon (grants, tourism, industry support, resources)
- Community Enhancement Program (Sherwood)
- Ford Family Foundation's Visual Arts Program (Public Art acquisition grants)
- Cultural Coalition of Washington County (grants and resources)
- Oregon Main Street Network

National Resources

- National Endowment for the Arts – (grants, best practices, resources)
- ArtPlace America – (grants, best practices, resources including the National Creative Placemaking Fund)
- Americans for the Arts Public Art Network (PAN) and the Public Art Resource Center – (policies, procedures, best practices)
- Bloomberg Public Art Challenge grants
- Main Street America (resources, grants, partnerships)

APPENDIX D

1. Parks and Trails
2. Old Town
3. Gateways (including along 99w)
4. Cannery Square
5. By Center for the Arts (including vacant lot)
6. Vacant schoolhouse lot (2nd and Washington)
7. Schools
8. Roundabouts
9. Library

APPENDIX E

WASHINGTON COUNTY CITIES WITH PUBLIC ART PROGRAM:

Beaverton
Forest Grove
Hillsboro
Lake Oswego
North Plains
Portland
Tigard
Tualatin
Wilsonville

WASHINGTON COUNTY CITIES WITHOUT PUBLIC ART PROGRAM:

Banks
Cornelius
Durham
Gaston
King City
Sherwood

APPENDIX F

The Americans for the Arts Economics and Prosperity 5 Study (AEP5) is Americans for the Arts' fifth economic impact study of the nation's nonprofit arts and cultural organizations and their audiences. It is the most comprehensive study of its kind, measuring direct, indirect, and induced economic impact from the arts, as well as the economic impact of cultural tourism.

Results for both the State of Oregon and Washington County can be found here:

<https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-5/use/map-of-study-partners>

APPENDIX G

Questions asked by consultant Bill Flood to citizens and stakeholders:

- Why is public art important for Sherwood? What should it do/accomplish?
- Would you name 3 things that are most significant to you about Sherwood?
- What do you want to express about Sherwood through public art? How can public art communicate your vision of Sherwood?
- Can you give an example of SUCCESSFUL public art...in Sherwood, nearby, or elsewhere? Why is it successful?
- Can you give an example of UNSUCCESSFUL public art?
- What strengths/assets of Sherwood can be utilized/supported in the development of public art?
- What are the barriers/challenges facing development of public art?
- What are the broader Sherwood community development goals that we should connect public art with?
- Where are the sites/locations that are ripe for public art?
- Who are the key organizations, groups, people that should be key to public art development?
- Do you have suggestions for how to fund public art?
- What ONE THING would make this public art plan successful for you?
- How would you like to be involved?
- What else will help us develop this public art plan?

APPENDIX I

The Visual Artists Rights Act of 1990 [VARA] - 17, U.S.C. § 106A is a United States law protecting artist's rights. For the first time federal law recognized an artist's moral rights in his/her works of art beyond traditional property law.

WHAT IS "a work of visual art"?

There are essentially two legal regimes that define a "work of visual art" - VARA and US copyright law. In Sec. 602. a "work of visual art" defined as follows:

(1) a painting, drawing, print, or sculpture, existing in a single copy, in a limited edition of 200 copies or fewer that are signed and consecutively numbered by the author, or, in the case of a sculpture, in multiple cast, carved, or fabricated sculptures of 200 or fewer that are consecutively numbered by the author and bear the signature or other identifying mark of the author; or

(2) a still photographic image produced for exhibition purposes only, existing in a single copy that is signed by the author, or in a limited edition of 200 copies or fewer that are signed and consecutively numbered by the author.

<https://www.oregonvla.org/blog/2017/3/3/the-visual-artists-rights-act-vara>