

## MEETING AGENDA

MEETING TITLE: Sherwood Cultural Arts Commission

DATE & TIME: Monday, October 19, 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

Skye Boughey, Chair  
Geof Beasley  
Casey Chen  
Rachel Hay  
John Liles  
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 (Boughey)
2. Adjustments to the Agenda (Boughey)
3. Approval of September minutes (Boughey)
4. Guest: Tualatin Valley Creates (presentation)
5. Center for the Arts update (Hall)
6. Friends of the SCA update (Boughey)
7. Council Update (Councilor Garland)
8. Citizen Comment (Hall)  
*Pursuant to Executive Order 20-16, citizen comments must be submitted in writing to [Hallc@Sherwoodoregon.gov](mailto: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.*
9. Discussion of Public Art and Murals Plan (Hall)
10. Other (Boughey)
11. Adjourn (Boughey)

Upcoming Dates of Note:

Monday, Oct. 26-Saturday, Oct. 31: The Great Fall'oween Window Painting Contest, Old Town

Tuesday, November 3: Election Day

Monday, November 16 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](mailto:MurphyS@sherwoodoregon.gov) at least 48 hours in advance of the scheduled meeting time.



# Sherwood Cultural Arts Commission

## MEETING MINUTES

|                |                                   |
|----------------|-----------------------------------|
| MEETING TITLE  | Sherwood Cultural Arts Commission |
| DATE & TIME    | 10.19.2020 6:30 PM                |
| LOCATION       | Microsoft Teams/Live on YouTube   |
| FACILITATOR    | Skye Boughey                      |
| NOTES TAKEN BY | Kelsey Beilstein                  |

### ATTENDEES

#### Cultural Arts Commission

- X Skye Boughey
- X John Liles; Vice Chair
- X Geof Beasley
- X Casey Chen
- X Rachel Hay
- X Winnie Parmar

#### Council Liaison

- X Sean Garland, City Councilor

#### City Staff

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

#### Guest Speaker

- X Raziah Roushan, Tualatin Valley Creates Executive Director

### MEETING NOTES

1. **Call to Order/Roll Call (Boughey)**  
*Called to order at 6:31*
2. **Adjustments to the Agenda (Boughey)**
  - None
3. **Approval of Minutes (Boughey)**
  - ***Liles motioned to approve the September minutes. Seconded by Beasley. All in favor, motion passed.***
4. **Guest: Tualatin Valley Creates (Roushan)**  
Roushan presented the Tualatin Valley Program Asset Overview (Exhibit A)
5. **Center for the Arts Update (Hall)**  
Hall provided the following updates:
  - Fall Classes have launched.
  - The Center has partnered with Voices for the Performing Arts to offer in-person drama classes.
  - The Center is partnering with the Red Cross for three upcoming blood drives.
  - The Center staff is currently working on The Great Fall-O'ween Window Painting Contest. This event will take the place of Old Town's Trick-or-Treating, spreading crowds out over the full week before Halloween to encourage social distancing. Cultural Arts will be painting a window, and all are welcome to participate.
6. **Friends of the Center for the Arts Update (Boughey)**  
Boughey provided the following updates:
  - The Friends had a meeting this evening.

- The Friends are currently working on their end-of-year donation ask letter which will be going out at the end of this month. This year people will be able to donate online.
- The Friends are hosting a bottle and can drive in the next couple of weeks.
  - It was asked what social media platforms the Friends use. Boughey stated that the Friends use Facebook and Instagram.

#### 7. Council Update (Garland)

Garland provided the following Council updates:

- The Council will be talking with the City's federal lobbyists in Washington DC to get an update on money that would be helpful for Sherwood.
- There will be a work session on Tuesday regarding the Sherwood AI Fresco program and the possibility of extending it into the winter months.
- Eight percent of Washington County ballots have already been returned.
- Council will not be meeting on Election Night.
- People can go on Myvote.org to track their ballot.

#### 8. Citizen Comment (Boughey)

- None

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

Hall presented the Public Art Master Plan (Exhibit B) and noted some changes that were recommended by the City Manager, Joe Gall.

- Categories have been created on the acknowledgements page.
- Sherwood being one of the only cities in Washington County without a public art plan has been deemphasized, and this has been folded into the bottom of page 7.
- The Mission Statement and Core Values listed on page 9 reflect that they are the City's, not specific to City Council only.
- Specific years have been added to the Milestones on page 12:
  - Year One, Milestone A, has been changed from "City Council will approve," to "City Council will review," because it is a more accurate verb. This is also reflected on page 17 under the Murals section.
- Page 17 has also been changed to say that these guidelines will be added to instead of updated. This document itself will not be updated, but guidelines will be added to and clarified on a public art website.
- Language has been incorporated into the conclusion that complements the language being used in Sherwood's Comprehensive Plan.
- Hall stated that if the Cultural Arts Commission recommends this document tonight, that it will then be shared with City Council.
  - It was asked why Gall requested the deemphasizing the fact that Sherwood is one of the only cities in Washington County that does not have a public art plan. Switzer explained that Gall felt that the fact seemed to be focusing on the negative and he would like the document to focus on the process of the plan, the positive aspects of moving forward, and the opportunities that present themselves.
  - It was asked where the photo references are. Hall explained that Beilstein will be adding the detailed reference information on the page that currently says "intentionally left blank."
- ***Boughey motioned to approve and recommend the Sherwood Public Art Master Plan to be shared with City Council. Seconded by Beasley. All in favor, motion passed.***
  - It was asked when it would be sent to City Council. Hall stated later this week.

Hall emailed the Commission the following options to bolster the "all ages and races encouraged to apply" sentence in the Murals plan:

1. We are committed to promoting equal opportunities for all, without regard to race, sex, gender, national origin, ancestry, marital status, or sexual orientation. All are encouraged to apply, and all artistic styles are welcome.
2. The Cultural Arts Commission is committed to promoting equal opportunities for all, and encourages applicants from all backgrounds and experience levels to apply. All artistic styles are welcome.

3. The Cultural Arts Commission does not and shall not discriminate on the basis of race, color, religion/creed, gender, gender expression, age, national origin/ancestry, disability, marital status, sexual orientation, or military status, in any of its activities or programs. All are encouraged to apply, and all artistic styles are welcome.
- Feedback from the Commission indicated that option 2 was the preferred statement.
  - It was asked if there is a fee to apply for a mural. Hall stated that there is not.
  - It was asked if the document will be a part of the Public Art Master Plan. Hall stated that the Murals Application will follow all the guidance in the Public Art Master Plan, but it will be a separate document that can be updated independently.
  - It was asked if murals will need to be approved by the City if they are being put on private property. Hall answered that murals on private property will be reviewed to make sure they meet sign code, but the design will not need to be approved by the City.
  - It was suggested to add more maintenance language, as was discussed in the September meeting.
  - Hall will send out the latest Murals Plan for the Commission to review before it goes to the City Manager.

**10. Other (Boughey)**

- Chen presented an idea to paint all the Commission members faces with fall animal hats on the Center for the Arts Windows for The Great Fall-O'ween Window Painting Contest.
  - Commission members agree that is a good idea and plan on meeting at the Center for the Arts at 9am on Sunday the 25th to help paint the design.

**11. Adjourn (Boughey)**

*Adjourned at 7:55*



## Tualatin Valley Creates

*Tualatin Valley Creates drives the development of inclusive, resilient, creative communities using arts, culture, heritage, and humanities.*

Our vision is to foster the growth of a robust arts and culture ecosystem in Washington County. We do this by:

- Increasing visibility and community engagement with local happenings;
- Engaging under-served populations by making arts and culture more accessible;
- Cultivating various economic opportunities in the arts and culture ecosystem;
- Bridging resources needed to support people working in the local creative industries.

[www.tvcreates.org](http://www.tvcreates.org) #tvcreates

Tualatin Valley Creates is a 501(c)(3) public benefit organization

# COMMUNICATION HUB

## Website:

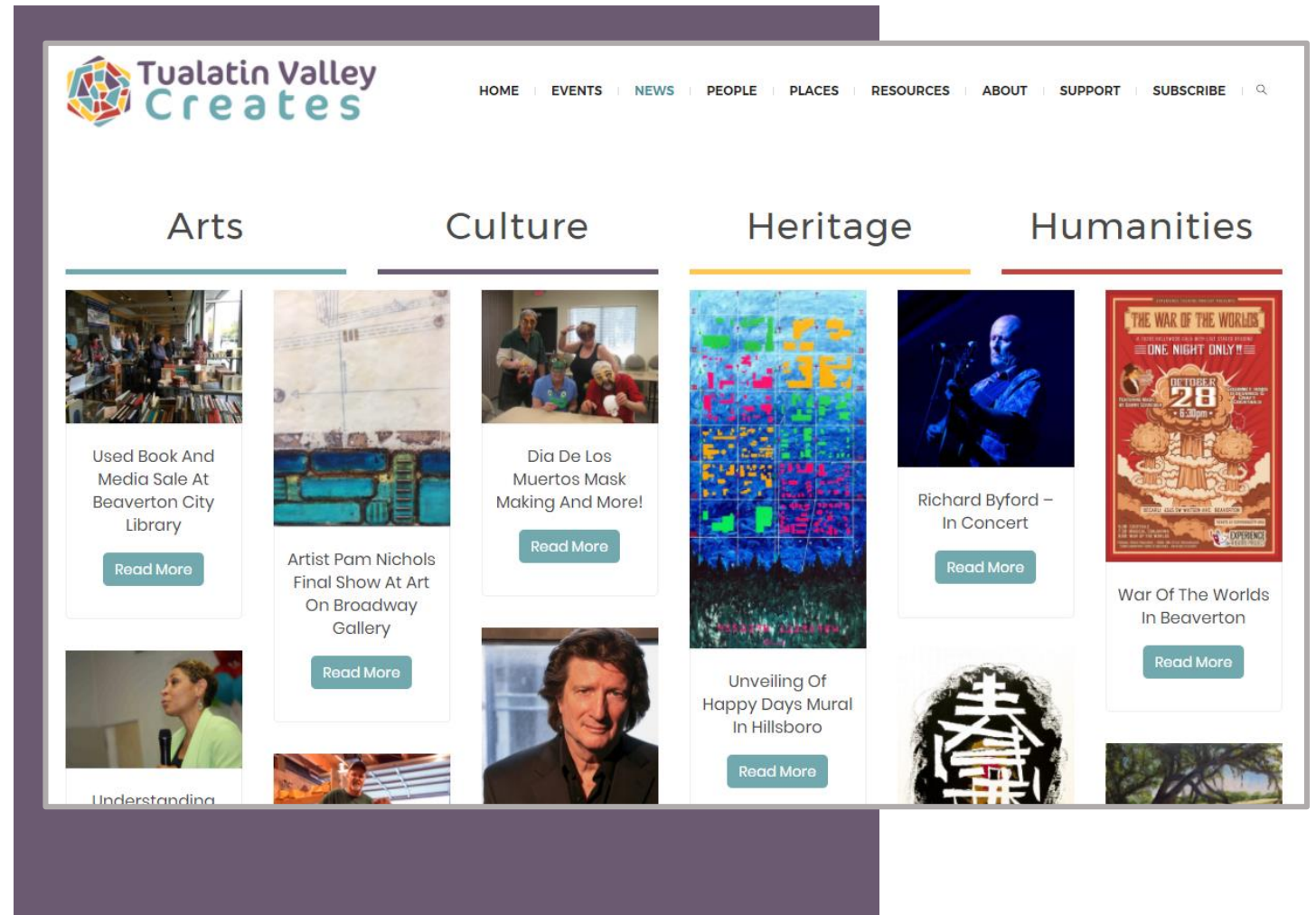
- Cultural News
- Calendar
- Resources for Creatives
- Youth Arts

## eNewsletters:

- Weekly Events
- Monthly Arts Industry eNews

## Social Media:

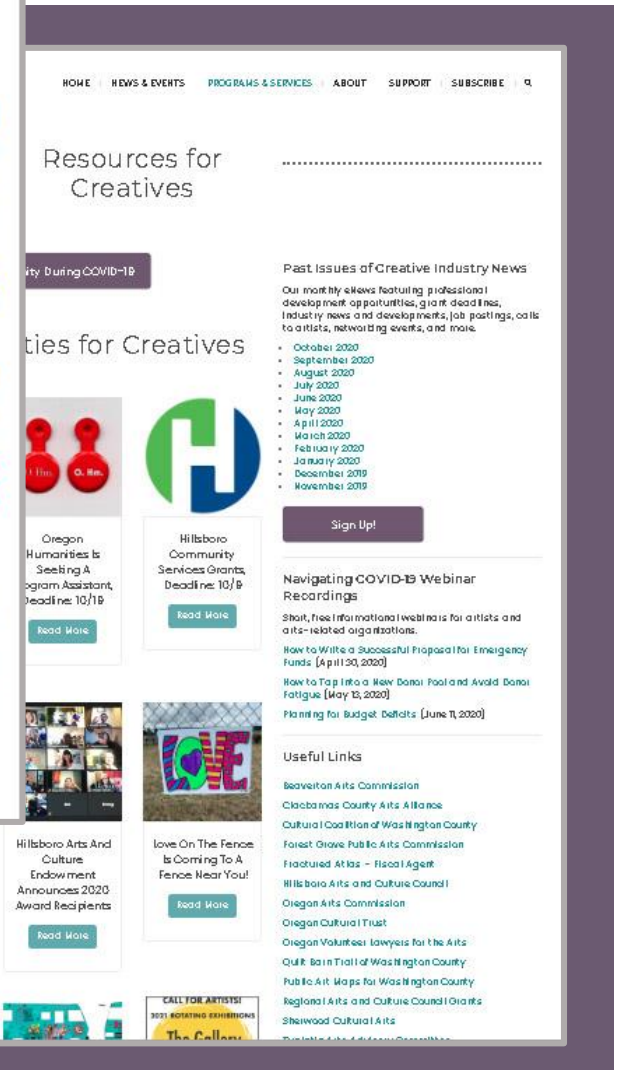
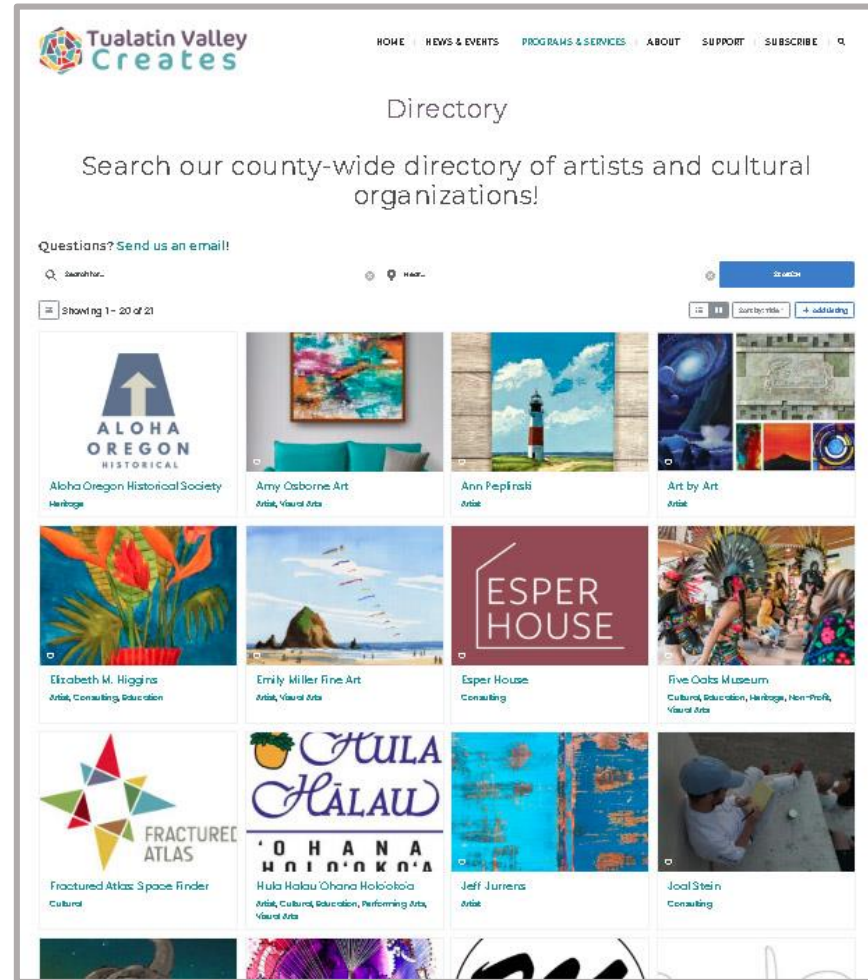
- @tvcreates
- @tualatinvalleycreates



## Resources for Creatives:

- Calls for Artists
- Funding opportunities
- Employment
- Past Creative Industry eNews issues
- Links to local grants and foundations

Launched in May 2020, the Directory is a county-wide listing of artists, organizations, and arts services. **Listing fee is only \$125 for 12-months.**



# CONNECT & ADVANCE

## Networking Events:

Networking Events are held monthly via Zoom (until safe to gather again). Each event focuses on a relevant theme, like “Theatre Conversations”, “Volunteering in the Arts”, “Literary Arts”, and more. Each event is co-hosted by a fellow arts organization.

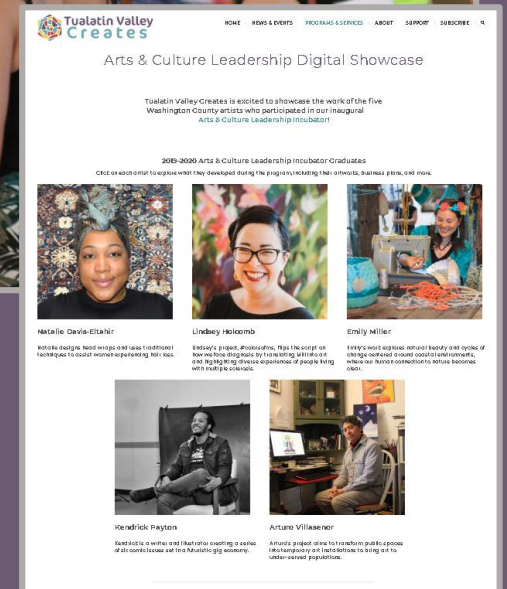
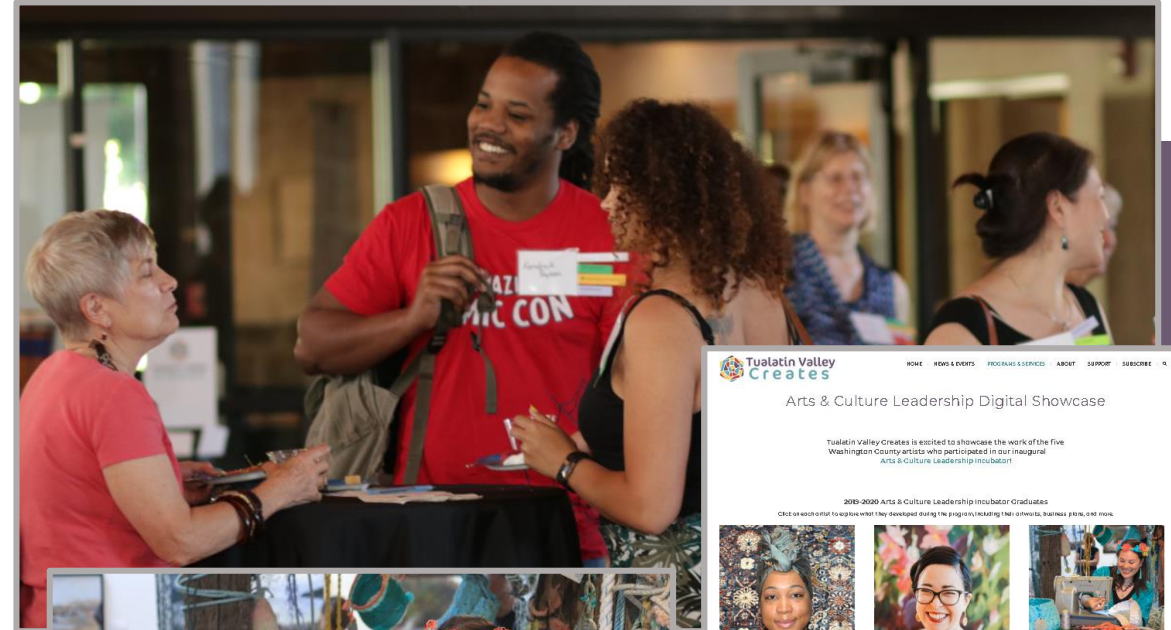
## Professional Development Workshops:

Learn everything from booking for artists to how to use social media to drive sales.

**Creative Impact Workshop Series** with Cities of Hillsboro and Beaverton (now through spring)

## Arts & Culture Leadership Incubator:

Developed for mid-career artists and arts leaders from traditionally underrepresented communities\*, the Incubator is a multi-workshop intensive as part-leadership development and part-business incubator that creates a cohort between Faculty and Participants. This year’s Incubator

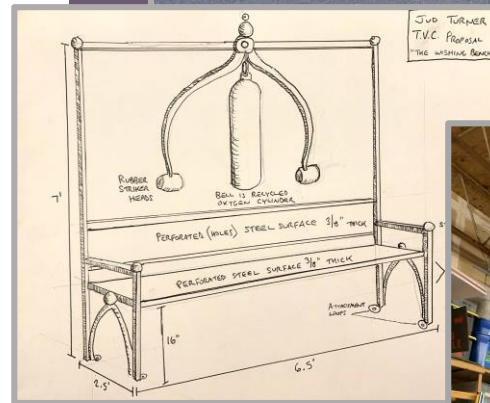


# ACCESS

## Public Art Projects & Administration:

- Tigard Outdoor Museum along Heritage Trail
- Musical Benches Public Art Collection (aka Travelling Public Art Collection)

**Currently working with WC Visitors Association and RACC for a comprehensive Art Map**



# MUSICAL BENCHES PUBLIC ART COLLECTION

Tualatin Valley Creates (TVC) is working to grow the region's public art portfolio. TVC was awarded capital funding from Washington County to commission four new works in what is being called a "Musical Benches Public Art Collection."

TVC worked closely with regional stakeholders including **Beaverton Downtown Association, Tigard Downtown Alliance, Forest Grove Art Commission, Self-Determination Resources, Inc., THPRD** and **Ackerly at Timberland** to develop the scope.

The RFP closed July 15, 2020 with 33 design submissions by 15 artists. The review panel, comprised of representatives from **Beaverton, Tigard, Forest Grove,** and **Cedar Mill,** paid special attention to the manner in which each bench would be uniquely interacted with, whether played, plunked, bonked, or cranked.

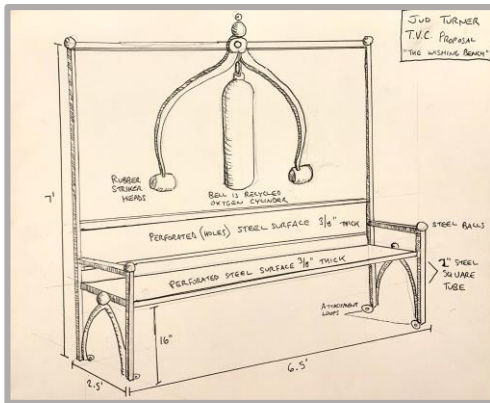
[www.tvcreates.org/musical-benches](http://www.tvcreates.org/musical-benches)



# ARTISTS

## Jud Turner

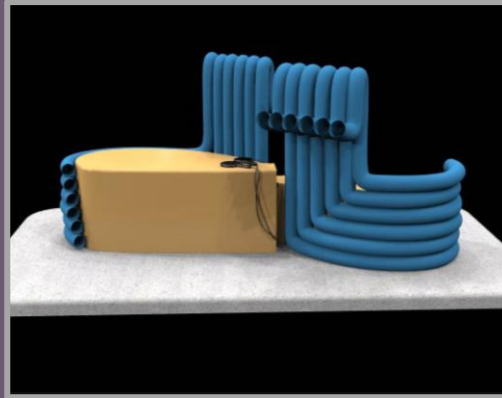
(Eugene, OR)



Forest Grove

## Ben Dye

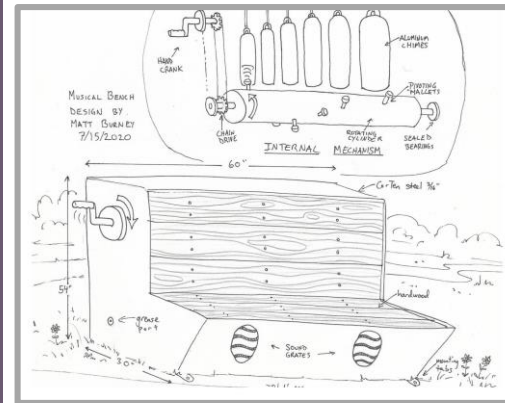
(Oregon City, OR)



Cedar Mill

## Matt Burney

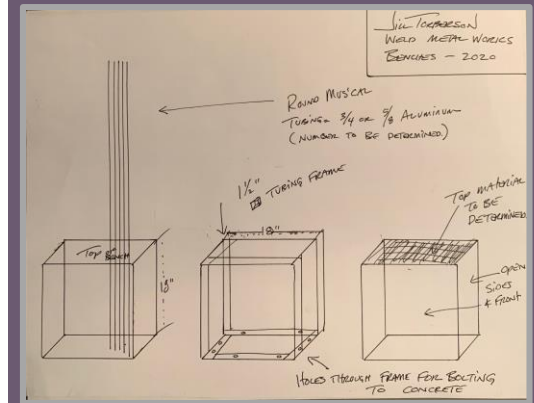
(Springfield, OR)



Beaverton

## Jill Torberson

(Portland, OR)



Tigard

# GET INVOLVED

## Volunteer

Dive into the arts community by helping TVC with outreach efforts, like making calls and sending out rackcards; office help, like data entry; manning and giving community presentations; and most importantly – helping us raise funds to support the work we do!

## Join the Board

Individuals with business or professional skills, as well as an interest in the arts, cultural, humanities or heritage are needed. Board terms are 3-yrs long.

**Make a \$10+ Donation**



**Joining is easy & free!**

1. Open Instagram on your phone
2. Go to @tualatinvalleycreates
3. Click our profile picture when TVC is "live"

Join us on **October 22 at 6:30pm for our Fall Fundraising Party**

with live performances by  
Cuban musician, Tico Gonzalez,  
dances by the Hula Hālau 'Ohana Holo'oko'a dance school,  
and a reading by Airlie Press poet Jennifer Perrine.

**Tuning in is easy:**

1. Sign in to Instagram on your phone/tablet/smart TV,
2. visit Tualatin Valley Creates' profile page (@tualatinvalleycreates),
3. click on the profile picture which will say "live" during the event.

**THANK YOU!**

CITY OF SHERWOOD

# PUBLIC ART MASTER PLAN



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E: INTERVIEW/COMMUNITY SURVEY QUESTIONS  
FROM CONSULTANT BILL FLOOD

F: THE VISUAL ARTISTS RIGHTS ACT OF 1990





## ACKNOWLEDGEMENTS

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

### ARTS COMMISSION

**Bernie Sims**, Chair  
**John Liles**, Vice Chair  
**Geof Beasley**  
**Roxanne Blackwood**  
**Skye Boughey**  
**Maddie Gavel-Briggs**  
**Shelly Lamb**  
**Matthew Schantin**  
**Mallory Strand**  
**Ava Boughey**  
**Casey Chen**

### CITY COUNCILORS

**Sean Garland**, Liaison  
**Jennifer Kuiper**, former Liaison

### CITY STAFF

**Kristen Switzer**, Community Services Director  
**Maggie Chapin**, former Manager, Sherwood Center For The Arts  
**Chanda Hall**, Manager, Sherwood Center for the Arts  
**Kelsey Beilstein**, Events & Arts Program Coordinator

### CONSULTANT

**Bill Flood**, Community Development Consultant

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

*Cover: Nature-themed cast concret by Ann Storrs on the Sherwood Library;  
photo by Casey Chen*

# 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.



[3]

*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.



[4]

# A PLAN FOR SHERWOOD

## ABOUT SHERWOOD

Consistently ranked among the top small towns in America and 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 Oregon's most rapidly growing cities, Sherwood is now home to nearly 20,000 people, and is considered the gateway to wine country. Sherwood distinctions 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 lasting commitment to the performing arts.



## AN EMERGING PLAN FOR SHERWOOD PUBLIC ART

This is 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 City of Sherwood's Mission Statement and Core Values.

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 long-term planning for public spaces in Sherwood. 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 Cultural Arts Commission worked with then, 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. After the completion of the grant period, the Cultural Arts Commission, the current Arts Center Manager, and City staff worked to complete the writing of this Public Art Master Plan that was begun by Mr. Flood.



[6]

## THE PLAN PROCESS INCLUDED THE FOLLOWING:

- Working closely with staff of the Sherwood Center for the Arts 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 for 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 community members, 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 to support 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.

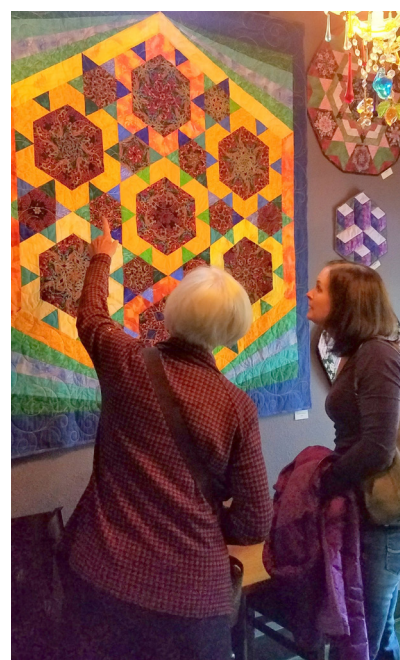
Local Sherwood culture includes the highly regarded public library, ample arts opportunities in the schools, commercial galleries, artists’ studios, performing arts organizations, and the Sherwood Heritage Center, including the Smock House Living History Site and the Morback House Museum.

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 12 community choirs along with music theory and 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 arts-centered collaborations.

The Cultural Arts Commission has 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.

Although Sherwood is currently the only Washington County city of its size without a public art plan (Appendix C), it is clear that there is support and enthusiasm for public art. 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 City of Sherwood's Mission Statement and Core Values.*

## 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 the 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 will be reflected in every aspect of the Sherwood Public Art Plan, and will drive the development of our Program Guidelines. These were carefully developed by Arts Commissioners, with input from the public. 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.

*City of Sherwood*

## MISSION STATEMENT

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

## 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 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, 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 broad 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.

Old Town 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 thriving 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 including administrative, artist contracting, and maintenance

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

2021: GAIN CITY SUPPORT AND CREATE CLEAR PATHWAYS FOR CITIZEN-DRIVEN AND CITY-DRIVEN ART PROJECTS.

### MILESTONE 1 A

City Council reviews this Public Art 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

2022: 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 Commissioners, 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 will entail identifying key City staff to help oversee potential projects.

## YEAR 3

2023: 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.



## CULTURAL ARTS COMMISSION RESPONSIBILITIES:

- 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:**

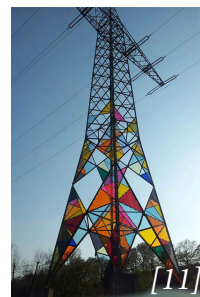
- A clear value statement of why public art is important for Sherwood.
- Partnerships with key community organizations and businesses.
- Ongoing public education and outreach to individuals in the community.
- Foundational commitment from the City.
- Identifying public art opportunities and pursuing them tenaciously.
- Actively engaging with national resources (Public Art Network).
- Ongoing communications and advice from public art programs in comparable cities.

## **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, and 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 grant writer). Not meant to function as ongoing operating funds, grants are effective ways to support key projects, 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 avenues for retailers to contribute/adopt-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 (see page 12).

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

# LOOKING AHEAD

As the program grows, professional management may be an option. Robust civic public art programs are most often managed by staff with public art expertise and current knowledge of best practices in the field. Arts Commissioners and city staff newer to public art may seek the assistance of professional arts managers when overseeing large projects. 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.



[13]

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

- Training and utilizing existing City staff to serve as a public art specialist.
- Creating a part-time staff position.
- Contracting with a professional public art manager such as the Regional Arts and Culture Council (RACC) for these services.

As this plan for public art comes to fruition and grows in Sherwood, staffing and resource needs may change.



# 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.

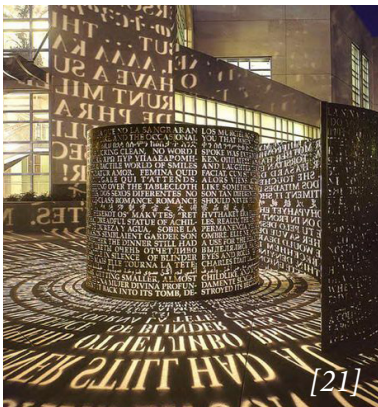
### COPYRIGHT

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 have been developed, including many of the guidelines above specific to murals. The Sherwood Murals Program packet will be available online along with this Public Art Plan document.

Policies and procedures will be developed and reviewed by the Cultural Arts Commission to supplement the Public Art Master Plan. These program guidelines will grow as the public art program grows, adapting as needed.



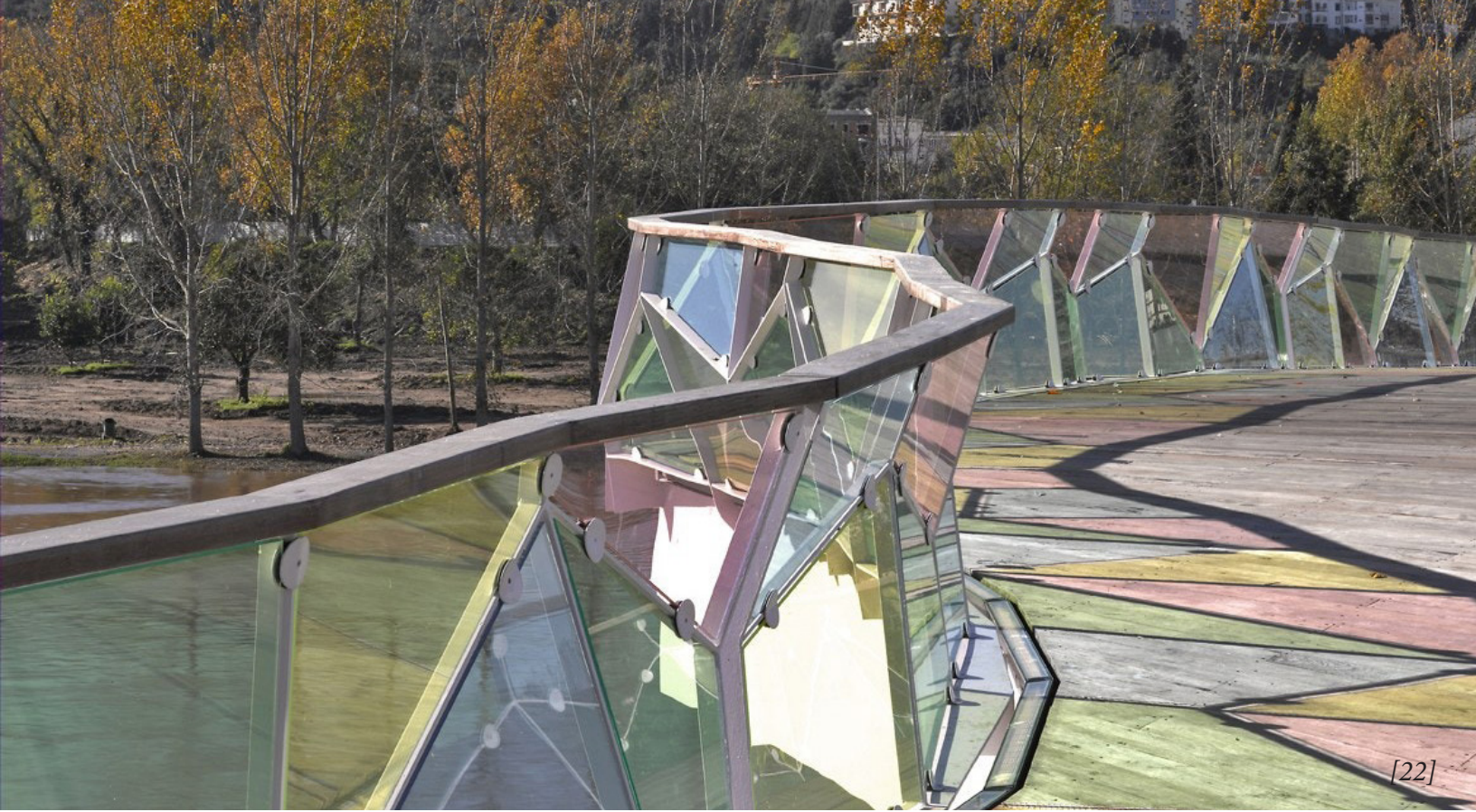
# KEY PUBLIC ART LOCATIONS

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 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<br>of responses | PERCENTAGE<br>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%                   |



# CONCLUSION

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Opportunities abound for public art in Sherwood. Our community is strong, and we care deeply about culture, and heritage, and livability.

We are in an exciting stage of growth and renewal in Sherwood – the Cedar Creek Trail, Old Town development, potential pedestrian bridge, Sherwood West development, and the Tonquin Employment Area; all new growth creates opportunities for both siting and funding public art.

The Cultural Arts Commission is committed to imagining possibilities and pursuing opportunities for public art, ensuring that art and creativity are woven into the fabric of the city.

Working in partnership with businesses, neighborhoods, city planners, and citizens, we look forward to building upon this vision of vibrant shared public spaces.

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## APPENDIX A

### PUBLIC ART RESOURCES

#### State Funding Resources

- Oregon Arts Commission – technical assistance and grants
- 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 B

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 C

### 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 D

The Americans for the Arts Economic 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 E

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 three 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 F

The Visual Artists Rights Act of 1990 [VARA] - 17, U.S.C. § 106A is a United States law protecting artists' 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>