



Sherwood Cultural Arts Commission MEETING NOTES

APPROVED

MEETING TITLE	Sherwood Cultural Arts Commission
DATE & TIME	03.17.2014 6:30PM
LOCATION	Sherwood City Hall—Community Room
FACILITATOR	Judy Silverforb
NOTES TAKEN BY	Jennifer Ortiz

ATTENDEES

Cultural Arts Commission		Council Liaison	
--	Alyse Vordermark, Chair	X	Robyn Folsom, City Councilor
X	Judy Silverforb, Vice Chair		
City Staff			
--	James Boscole	X	Kristen Switzer, Community Services Director
X	Anna Lee	X	Jennifer Ortiz, Events and Volunteer Coordinator
--	Amanda Stanaway		
X	Vicki Poppen		
X	Shelly Lamb		
X	Jen Harlow		
X	Ramin Rouhbakhsh		

MEETING NOTES

1. Call to Order/Roll Call (Silverforb)
 - The meeting was officially called to order at 6:30 pm.
2. Adjustments to the agenda (Silverforb)
 - Under Goals/Projects for 2014, Switzer would like to add a sub-heading for discussion of a couple of new project ideas.
3. Approval of February minutes (Silverforb)
 - *Poppen motioned to approve the February 2014 minutes. Lamb seconded. All in favor; motion passed.*
4. Community Guest Tonya Hamilton (Folsom)
 - Folsom introduced Tonya Hamilton to the group. Hamilton helped to coordinate the Italian Carnevale that took place recently at the Rebekah Lodge. She explained that the turnout was much larger than they had anticipated. She shared that there is an Italian holiday that falls on Aug. 15th, which is the same evening as Pix on the Plaza and thought it might be neat to try to tie the event together with an Italian marketplace event. Hamilton explained that her goal is to continue writing books about Italian heritage and the more research she does, the more she realizes that there is a strong Italian influence here in Sherwood. The owners of Damimmo's are excited to be involved, but they will be in Italy for the actual holiday. Hamilton shared that the event is all about food, family, and heritage. She would like to know if the City would be interested in partnering on the event. Poppen asked what Hamilton would hope the city could do for the event. Hamilton shared that it would be nice to have tables and a

sound system provided. In addition, she would like to see the vendors not charged a fee. Switzer stated that her concern would be the tear down. It would happen right when everyone would be getting ready for the movie. Hamilton shared that, ideally, the vendors could keep people busy until the movie starts. Switzer mentioned that there would need to be a partnership with a nonprofit organization because City code does not allow vendors to sell items in parks. She also mentioned that the Washington County fees are pretty steep for food permits, just something to keep in mind. Hamilton asked the group if it would be okay to include businesses that are not from Sherwood. For example, the Gelato vendor would be from Tualatin. The group agreed that it would be fine to include outside businesses. Folsom mentioned that the Historical Society might have some information about Sherwood's Italian history. Folsom asked Hamilton how she marketed her event. Hamilton shared that Damimmo's put it on their Facebook page and they also printed up a few posters. She said that around 150 people attended the event. Harlow shared that she was at the event and believes that creating a family style environment was key. It was set up like a big family celebration. Anton Belov sang opera while she did a performance painting. There were vendors down each side of the room. The event also included kids crafts. It was nicely put together. Folsom asked the group if the event seems like something that they would like to embrace. Silverforb shared that it would be a different situation at the Plaza, but could be fun. Lamb asked if the movies have been well attended since relocating to Cannery Square. Switzer shared that the first year was great when Main Street organized it, but the second year it shifted back to the City last minute. Due to the short notice, we didn't have as much time to get the word out. We also had bad weather last year which might have contributed to the lack of attendance. Hamilton asked when people start showing up to claim spots for the movie. Switzer said around 6:00. Poppen said that it would be helpful to have an outline with ideas and timeframes. Silverforb would also like to see a potential layout. Switzer said that the transition from one event to the other could be tricky. Maybe this should be a separate event all together.

5. Goals/projects for 2014 (Silverforb)

a) Arts Calendar

- Lee shared that she has some ideas for the calendar, but the group will need to gather information for it. Switzer shared that Kaelie Nielsen, the prior calendar designer, is available to update the previous version of the calendar by email. We would just need to send her the event information. Lee mentioned that printed items are expensive and most people do not like to carry them around. The best way would be to create an electronic version somehow. Switzer shared that it costed around \$200 to print 500 last year.

b) Missoula Children's Theater

- Switzer shared that Missoula is scheduled. We will be hosting Black Beard the Pirate, June 23-28 and Pinnochio, July 7-12. Rouhbakhsh asked what Missoula is. Lee explained that Missoula is a travelling performing arts camp. Directors show up and work with kids beginning on a Monday and the following Saturday they put on two shows in full costume. Silverforb added that there will need to be a volunteer from the CAC to help out with check in and ticket sales for each of the performances. She asked if any of the members would be interested in volunteering. No one responded. Silverforb offered to volunteer again this year.

c) Pix on the Plaza

- Switzer shared that Pix on the Plaza will be held on August 8, 15, and 22 this year. Poppen asked how much was charged for sponsorships last year. Switzer said that there are different levels, but it was around \$500 last year for one night. Folsom mentioned that maybe Damimmo's would be willing to sponsor

one night even though they will be out of town. Harlow mentioned that it is important to get the event on Facebook. Switzer shared that the City cannot use Facebook yet, but everyone could get the word out personally. Lamb mentioned that she likes a park setting better for an outdoor movie. Switzer shared that she heard comments for and against the Cannery Square location for the movies. Some said it was distracting with the cars and lights, but others liked it. People were happy that there were no bugs too. Switzer shared that many communities move the movies to different locations each time. This is something we can think about and revisit next meeting.

d) Open House – September

- Switzer shared that she loves the idea of having an open house and thinks that fall is a good time to hold it. Spring would be too early since we do not even have details together to answer most of the questions that organizations are curious about. Poppen would like to see the open house be by invitation only, not open to public. Lee would like to know if the City would be open to a steering committee style. Maybe a subcommittee of the commission could be formed with a certain goal in mind. Switzer mentioned that we would want to make sure that the CAC is used for steering. Folsom added that the group would need to know what Council's goal is first. Poppen suggested that maybe a small subcommittee could be formed in order to talk about information and find out what the commission wants. She added that a big reason for holding this gathering is to make organizations feel that they are a part of this building from the get go. Poppen offered to help coordinate this. Maybe everyone can bring back ideas to the next meeting and eventually get some recommendations put together for Council. Some topics to brainstorm could be facility usage, marketing, and profit vs. non-profit. Switzer mentioned that some of that was done during the feasibility and market studies. Switzer said that she thinks it is the right time to form a friends organization. The CAC would be more advisory and policy based, but the friends group could play more of a fundraiser piece. Poppen mentioned that she is concerned that it would just end up being another group asking the community for money. There are already a lot of foundations in this small town. Folsom shared that the SFA and VPA used to be one, but they split several years ago. Maybe the SFA and VPA would be willing to work together again. Lamb will bring up the reformation at the next SFA meeting. Lee mentioned that the Personalized Brick Program that Main Street was heading up for a while would be a great program for a new friends group to take on. Switzer will talk with the Assistant City Manager, Tom Pessemier, to see if the brick program is even an option. Folsom shared that Council is shooting for a work session in April in order to figure out what the CAC's role will be. Switzer mentioned that maybe the CAC, SFA, and VPA could sit down and work together on 501(c)(3). Folsom thinks that would bring clarity to the community and the VPA and SFA have a history that would be great to use for grants for the new center.

e) Other

- Switzer shared that she met with Harlow recently to talk about a few new programs. The first program would be a mural that would be done in Old Town on one of the building sidewalls. Boscole was looking into a grant for this and there is also a possibility that a Facade Grant could be utilized. The other program that was discussed is rotating children's art display. The art would be displayed on top of the library stacks and rotate out to other surrounding businesses. There are currently 4 or 5 venues interested in showing the art. Lee asked if the program would be open to all children. Harlow answered, yes,

it would be open to anyone. There would be a fee of \$20 to enter. There would also be a set size of canvas and specific themes that change every other month. It would be arranged like a gallery crawl with the library, Symposium, Painted Plate, and others displaying the art. Harlow would be setting up a website where people can buy the kids art online. Switzer asked Harlow if she would be willing to put the SCAC logo on the publicity pieces. Harlow agreed. **Lee motioned that Harlow provide an outline and more information describing these two programs at the next meeting. Lamb seconded. All in favor.**

6. MOG Raffle/Cultural Arts Community Center booth opportunity (Switzer)

- Switzer explained that Music on the Green usually hosts a non-profit organization that holds a raffle during the concerts. The City used to partner with the VPA and SFA, but it seems like a perfect opportunity to create awareness about the new center. Lamb shared that the Historical Society put a jar out for the Smock House remodel and got money through donations. Switzer added that it would be a commitment, but maybe the group can think about it and come back and discuss it at the next meeting.

7. Other

- Lamb mentioned that she was contacted by Jesse. He was inquiring about the sculpture for the center. Switzer said that a committee would need to be formed to try to get policies in place to manage these types of pieces. Sherryl Snow spearheaded Oregon City's program. She would be a great person to contact. Council would need to make a policy for this, but the CAC can make a recommendation.

8. Council Update (Folsom)

- Folsom shared that during the March 4 Council meeting, one ordinance was reviewed regarding setbacks. Council adopted what the Planning Commission had recommended. Folsom also shared that the contractual review of the YMCA agreement findings will be released this week.

9. Next meeting/adjourned

- The next meeting will be held Monday, April 21, 2014 at 6:30 pm at City Hall.

Adjourned at 8:10 pm.