

Public Arts Commission 2018 Retreat Minutes 2/24/2018

Council Liaison Present: Tom Johnston

Staff Present: Colleen Winters, Tom Gamble

Commission Members Present: Emily Lux, Dana Eytzen, Michael Goetzke, Laura Frye, Pat Truax, Linda Taylor, Kathy Broom

Guest(s): Amy Tracewell

Absent: Kathleen Leatham

1. Call to Order: By Dana Eytzen at 9:30am

2. Election of Officers:

- Laura made a motion to nominate Dana Eytzen to remain PAC Chair. Emily seconded. Motion Carried.
- Pat motioned for Emily to continue as Secretary. Mike seconded. Motion carried.
- Laura motioned to elect Pat Truax as Vice Chair. Mike seconded. Motion carried.

3. Strategic Planning Process: Research was completed on several strategic planning methods and literature was shared and reviewed. PAC members read the various models aloud for discussion.

Discussion: Why do we want a strategic plan? What is our vision? (See attached list)

4. Goals and Objectives:

- Dana Eytzen read last year's goals for review.

Updated goals for 2018:

1. To enhance, expand, and promote arts in the community of Forest Grove through Advocacy, Visibility, and Accessibility.

Actions: Mini-grants, promotion of the PAC through community presence, Art Bizarre, Art Walk, First Wednesday, updating brochure, Meet the PAC event.

2. To increase and improve access to the arts for the children of Forest Grove through Advocacy, Visibility, and Accessibility.

Actions: Fund mini-grants for children, promote education in all arts, presence at First Wednesday (specifically, free children's activities), and collaboration with the Library's *Sense of Arrival* project.

3. To continue to manage the city art collection.

Actions: Maintain catalogue, art location review and rotation, and art maintenance (if necessary).

4. To identify and implement means of funding commission activities, and review finances.

Actions: Explore the establishment of a Forest Grove Arts Foundation, Fundraising: Meet the Artist events, pursue grant opportunities, coloring books, CEP grant writing, Art Bizarre, Art Walk.

5. To review and update all written information relative to PAC.

Actions: Update website, mission statement, and printed literature.

6. Develop a strategic plan.

Goals Miscellaneous:

- We will vote on the updated goals at our upcoming meeting.
- Discussion-Community outreach. PAC could make a list of individuals/groups (Writers in the Grove came up specifically) to send items and information to, similar to the Valentines. Arts advocate recognition.
- Develop a way to find out how mini-grant applicants found out about the opportunity. (This could be as simple as informally asking).
- Focus on creating measurable goals-how can we better measure and monitor our success? Add a review of PAC goals to the regular meeting agenda six months after the retreat to revisit and monitor progress.
- Can we consider supporting events in Cornelius? (For future discussion)
- Inventory of city collection should be completed and updated this year.
- Should the PAC add an annual budget review prior to the end of the fiscal year. Discuss during strategic planning.

Miscellaneous:

- Revisited being the “program” or “sponsor” for an upcoming Chamber of Commerce luncheon. Will discuss at our next regular meeting.
- Several PAC members gave leadership gifts.
- March agenda should include a *Stars in the Grove* update.
- First Wednesday planning should be added to the next agenda/
- Individuals who have expressed interest in having a mural painted on their building: Maggie’s Buns, Forest Grove News-Times, Frye’s Action Athletics, Stephanie Lommen’s law practice.
- Ideas:
 - Holding a coloring contest using pages from the PAC coloring book. Possibly display entries at the library, using the display case.
 - A fee-based show similar to *Big 500* or *Hip to be Square*. Finding a venue, selling small surfaces and having a non-juried show.
 - Discussed bases for rotating outdoor gallery, potentially collaborating with Pacific students, and research methods other cities who have done this to avoid “reinventing the wheel”.

Adjourned at 11:50am by Dana Eytzen.

Strategic planning brainstorming notes:

WHY?:

- Develop a more definitive path
- Develop clear intentions and clarify group vision
- Review past actions and community impact
- Long-term vision vs. "Where are we today?"
- Continuity and integrity
- Integrity and stewardship of resources
- Clarify community impact
- Clarify/define "big picture" vision
- Increase collaboration and decrease duplication of work
- Engagement vs. competition/territorialism
- Transformational/vision statement-for Forest Grove to become known as "a great little arts town"

HOW?:

- Schedule regular time at monthly meetings
- Revenue generation and stable funding
- Articulate vision, values, and goals
- Articulation of goals and measurable objectives
- Develop an action plan with individual responsibilities
- SWOT
- Establish a timeline and deadline
 - Mini-retreats?
 - One hour at meetings for six months
 - Second retreat in August
- At next meeting:
 - Identify the most important current issues/opportunities and suggest actions
 - Revisit past documents
 - Review existing strategic plans (if possible, low/no budget, no paid staff, population of 25-35k)