

PUBLIC ARTS COMMISSION

Thursday, August 9, 2018

2114 Pacific Avenue

Forest Grove, OR 97116

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MINUTES APPROVED BY THE PAC ON SEPTEMBER 13, 2018

Commission Members Present: Emily Lux, Linda Taylor, Michael Goetzke, Dana Eytzen, Kathleen Leatham, Laura Frye, Amy Tracewell. **Council Liaison Present:** Tom Johnston. **Staff Present:** Colleen Winters. **Excused:** Pat Truax, Kathy Broom, Tom Gamble. **Guest(s):** Roylene Read (Valley Art), Lisa Peterson (Music Bridge).

1. **CALL TO ORDER:** By Dana Eytzen at 5:03 pm.
2. **CITIZEN COMMUNICATION:** N/A
3. **APPROVAL OF PAC MEETING MINUTES:** Motion to approve July's meeting minutes as corrected made by Kathleen, seconded by Amy. Motion to accept the strategic planning meeting minutes from July 18 as corrected made by Amy, seconded by Kathleen. Motions carried, unanimously.
4. **ADDITIONS/DELETIONS:**
 - Additions: 5E. Mini Grant review process, 5F. Farmers Market recap
5. **DISCUSSION/DECISION ITEMS:**
 - A. **Mini-Grant Consideration:** Generations Music Together Classes, Lisa Peterson-Lisa has been a music therapist for 25 years, with a focus on seniors. Her goal is to hold multi-generational music classes in Forest Grove, giving priority to seniors and low income families. Bridges for Music is a nonprofit whose mission is to provide musical opportunities to disadvantaged populations. Amy suggested partnering with the Strings Project, whom she helped write a grant to hold Music Together classes locally. Lisa has been in contact with the Strings Project, and their target participants are different and non-competitive. Lisa's program is not religiously affiliated, but the United Methodist Church will provide the space and nonprofit status. Capacity per class is approximately 10 children and their respective parents, and up to 15 seniors. Classes are 45 minutes and will be held for 9 weeks, with a culminating public event. The \$500 mini-grant will cover supplies and brochure. The classes will be advertised through schools with a high percentage of students on free and reduced lunch. Amy moved to fund the mini-grant, to from this year's CEP grant. Emily seconded. Motion carried, unanimously.
 - B. **Mini-Grant Consideration:** Roylene Read, Valley Art-Forest Grove Sidewalk Chalk Art Festival-Roylene is requesting a \$500 mini-grant to help pay for musical acts at the Chalk Art

Festival. In total, the cost of entertainment will be \$1,500. This is the 28th consecutive year for this event, which will take up 12 blocks. The Corn Roast and Art Bizarre are being held the same day, and will bring many visitors to the downtown area. Linda asked that a footnote be added to the grant to describe the music, and how it will benefit the community. Laura moved that the mini-grant be approved, paid for by this year's CEP grant; Kathleen seconded. Motion carried, unanimously. The PAC logo will go on any social media advertisements for the event. The eventual need for more brass markers to label sidewalk squares was also mentioned.

- C. **CEP Reallocation:** \$5,925 was allocated of the requested \$10,000 CEP grant request. \$1,500 in mini-grant funds has already been committed. We currently have a little over \$14k in discretionary funds. Discussion-what are the immediate for management of the permanent collection? No pressing needs, currently. Proposal: Allocate \$4k to mini-grants, and the remaining \$1,925 to advertising and publicity. Motion to approve proposal made by Amy, seconded by Emily. Motion carried, unanimously.
- D. **Approval of Mission Statement:** Discussion-recap of strategic planning meeting and how it brought us to our current mission statement and the idea of using "The Arts" instead of just "Art" as the statement lead in. The mission statement of "*Art belongs everywhere, and to everyone.*" is intended to expand people's ideas of what is included in the category of "art", which is interpreted subjectively. Some think of 2D art, others of performance, etc. A campaign to follow the mission statement will be key, and is planned to include visuals representing the many different types of art that exist. Kathleen moved to accept the new mission statement, Michael seconded. Motion carried, unanimously.
- E. **Mini-Grant Review Process:** There is a proposal to limit the number of times a nonprofit can receive a grant for the same event/project. Organizations will be notified in advance, and the reasoning for the proposed changes would be explained. Many of the local entities that receive grants for annual or ongoing events also receive CEP grant funds, where the amount received from a PAC mini-grant the could be written into. Discussion of collaborative event support and presence vs. consistent funding via mini-grants. How can PAC be more involved aside from the typical process? Ideas included hosting a grant summit to help local nonprofits and arts organizations explore additional funding opportunities. Commissioners are asked to come to the next meeting with ideas for potentially altering the mini-grant process.
- F. **Farmers Market Recap:** The new activities have been well-received. We should discuss whether this venue is successfully getting the PAC message out. This will be further discussed at the strategic planning meeting. Materials will be measured to determine impact. Children's activities could be considered an act of service by the PAC, and serve many low-income families. Further discussion and more volunteers are needed.

6. **INFORMATION ITEMS:**

- A. **Strategic Planning Meeting-August 13th:** The next planning meeting has moved to 3247 Forest Gale Drive (Laura's house), from 6-9pm on Monday, 8/13. The plan for this session is to enter the "imagine" phase, outlining strategic priorities and objectives (and the difference between the

two.). We will list all that we currently do, and all that we aspire to do on large chart paper and vote on which are the most important to us, individually, with dot stickers. This will help us categorize our overall strategic priorities, so we can craft measurable objectives. This will become our three year plan, to be reviewed annually for accountability. Commissioners are asked to think over the weekend about what we do that's beneficial, what we should be doing/haven't done yet. Consider multiple categories-volunteer management, organizational health, etc. The SWOT analysis was updated based on our last meeting and reviewed.

B. Art Bizarre Update: The Corn Roast festival and related activities will occupy eight booths, PAC Art Bizarre so far has seven accepted applicants, and a few others have expressed the intention to apply. The decision was made to not have a children's activity booth. Dana met with Bev, and launched the Facebook ad campaign to spread the word about these upcoming events. The second ad will run 8/15-9/15. Next Wednesday is the vendor booth application deadline.

C. Finance Report: Reviewed. \$20 in coloring book sales needs to be added.

7. COMMISSIONER COMMUNICATIONS:

- Emily shared prototypes for bumper stickers featuring the new mission statement.
- Theatre in the Grove is holding a free children's performance at 4pm.

8. STAFF COMMUNICATIONS:

- **Colleen:** The summer reading program was wildly successful. Children's participation was up 31% this year.

9. COUNCIL LIAISON COMMUNICATIONS:

- Commissioner interviews are being held Monday night. A new police station location is being discussed.

10. ADJOURNMENT: Dana Eytzen adjourned the meeting at 6:38pm.

Respectfully Submitted by Emily Lux