

MINUTES APPROVED BY THE PAC ON NOVEMBER 19, 2020

Commission Members Present: Linda Taylor, Emily Lux, Dana Eytzen, Pat Truax, Kathleen Leatham, Amy Tracewell, Michael Goetzke, and Laura Frye. **Excused:** Kathy Broom. **Staff Present:** Tom Gamble, Colleen Winters. **Council Liaison:** Mariana Valenzuela, Excused. **Guest(s):** Linda Allen, Court Carrier, Bev Maughan, and TVCTV technician. **Absent:** None.

1. CALL TO ORDER: By Dana Eytzen at 5:01 pm, followed by introductions.

2. CITIZEN COMMUNICATION: N/A

3. APPROVAL OF PAC MEETING MINUTES: Amy moved to approve the September meeting minutes as written, Kathleen seconded. Motion carried unanimously.

4. ADDITIONS/DELETIONS: Deletion-Item 5D: Review Bylaws and Schedule Annual Report to Council

5. DISCUSSION/DECISION ITEMS:

A. Sponsorship Request: Valley Art Annual Artist Event-Linda Allen presented a sponsorship application on behalf of Valley Art's Annual Artist Event. This multi-day event may include children or adult art make-and-takes, a possible collaboration with Adelante Mujeres, and a one-time 10% off purchase credit for members. The \$500 sponsorship will go towards advertising, printing, and mailing. Kathleen moved to approve the Valley Art AAE sponsorship request out of CEP funds. Pat seconded. Motion carried, unanimously.

B. Tourism Rebranding Presentation: Court Carrier shared a branding presentation slideshow describing the "Branching Out in Forest Grove" components including fonts, logo, social media icons, and color palette. This is not intended to replace City branding, but to be launched on the new website intended to spotlight Forest Grove and be interwoven into various City publications and events. City entities can use this branding package free of charge to expand its visibility and increase recognition.

C. Mural Policy Discussion: Dana, Emily, Amy, and Kathleen will form a subcommittee to draft the PAC mural policy pertaining to murals on City property, and a meeting will be scheduled next week. This subcommittee will be advised by Tom and Colleen, who have been engaging in conversation within Forest Grove and policy research from other cities.

D. Review of Mini-Grant Policy: Reviewed changes made to the Sponsorship and Mini-Grant applications and summary reports based on new requirements to include DEI language requested by Metro. Laura moved to approve the amendments for both the Sponsorship and Mini-Grant summary reports. Michael seconded. Motion carried, unanimously. The language of the Mini-Grant application will be revised and voted on at the next meeting.

E. Discuss Public Art during COVID: Discussion: How can PAC stay relevant, promote public engagement, and serve the community during these times and this likely long-term situation? Upcoming items include the banner pole and musical bench installations, and the social justice mural. We will need to brainstorm creative ways to celebrate safely. Ideas included revisiting our publicity campaign to promote our mission statement and the mission statement design, public contests, scavenger hunts, and interactive/participatory outdoor art displays, using social media to promote. Amy, Dana, Kathleen, and Emily will discuss as a subcommittee.

6. INFORMATION ITEMS:

A. Finance Report: Reviewed. The social justice mural Mini-Grant is not yet listed on the report. Discussion of moving the funding for the mural from CEP to discretionary. It may be beneficial to change the funding source from City funded to PAC raised monies, given recent conversations in the community. Amy motioned to move the Mini-Grant funding for the social justice mural from the CEP to discretionary pool Emily seconded. Motion carried, unanimously.

B. Banner Poles Update: The project is well underway and currently the City engineer and Ben Dye are negotiating engineering components related to installation.

C. Gallery in the {Virtual} Grove Update: The event was not an overwhelming success (three sales) but is worth repeating and provided exposure to artists and PAC engagement. Several things were learned that may increase success in a future virtual gallery-artists and more PAC members will need to more actively share the group to their social media circle, and Facebook ads cannot be purchased for groups, only events.

D. Mural Proposal Update: The City Council approved the social justice mural pending revision suggestions to be reviewed by the artist. Portions of the mural where revisions are not requested are approved to begin. Wall prep has commenced, including scraping over the past weekend, and pressure washing this afternoon. Primer layers will be applied Sunday, giving three days of drying time between pressure washing and priming, and application of background colors is scheduled to begin on Monday. Suggestions included waiting for final approval to begin painting details beyond the background colors with the idea that the artist may include changes that significantly alter the proportions of the design. This will be negotiated with Seema and Karsen, who will create the mural painting timeline and are organizing volunteers. Discussion RE: the language of honoring native land. Amy has been in discussions with related tribes regarding preferred language, and will pass along the information and contacts to Seema and Karsen. The language included in the Council approval had a small amount of leeway, but if the verbiage is significantly altered it will need to be presented for a new vote. The importance of communicating directly with related tribes cannot be overstated. Further recommendations need to be relayed to Seema, Karsen, and the artist and will also need to be reconsidered by City Council. Discussion RE: community discussions of the mural on social media, primarily Next Door and Facebook. The conversations were robust, were often contentious, and are continuing. This project has generated a great deal of public interest and engagement, including increased attendance at recent City Council meetings. Leaders from the Forest Grove Library, Pacific University, and the general community are interested in organizing to continue this dialogue. This is viewed by many as a conversation that has needed to happen and will hopefully continue to ultimately manifest in positive outcomes.

7. COMMISSIONER COMMUNICATIONS:

- **Dana:** The concrete pad for the musical bench was likely poured today. Judd has completed the bench, and it is scheduled to be installed on November 13th. A video unveiling is being created by TVC and will be sent to PAC for sharing.
- **Emily:** The rotating mural wall that has been in the works since July with Beaverton Downtown Association has received grant money and will begin their first round of applications this month. PAC should discuss the possibility of a similar project in the future.
- **Amy:** Goose Cubes creates 8x8x8' cubes that provide an interactive art experience accessed via QR code. Entrance is \$5, \$3 of which goes to the artist. The organizer is looking for a new location for this installation.
- **Laura:** Eric Canon completed banner poles, funded by the UCC. They are beautifully done and are visible from Main Street.

8. STAFF COMMUNICATIONS:

- **Tom:** Anna and Abby's Yard at Roger's Park is in progress and is opening in three weeks. Potentially thousands would be interested in attending a park opening event, but under Phase 1 restrictions gatherings of over 100 are not allowed. Brainstorming is underway for a virtual celebration, small tours, and featuring footage from the videographer that captures construction from the very first days. The park will be open to the general public after its completion with standard precautions in place. The Community Development Program is working on a plan for an "outdoor festival street" on 21st Avenue. Some elements may be constructed by the same company creating Anna and Abby's Yard.

9. COUNCIL LIAISON COMMUNICATIONS: N/A

10. ADJOURNMENT: Meeting adjourned by Dana Eytzen at 6:41pm.

Respectfully Submitted by Emily Lux.