

MINUTES APPROVED BY THE PAC on AUGUST 9, 2018

Commission Members Present: Emily Lux, Michael Goetzke, Dana Eytzen, Laura Frye, Kathleen Leatham, Pat Truax, and Amy Tracewell. **Absent:** Kathy Broom and Linda Taylor.
Staff Present: Tom Gamble. **Excused:** Colleen Winters, Councilor Tom Johnston.

1. **CALL TO ORDER:** By Dana Eytzen at 6:17 pm.

2. **CITIZEN COMMUNICATION:** N/A

3. **ADDITIONS/DELETIONS:**

- Laura: Mini-Grant application question

4. **DISCUSSION/DECISION ITEMS:**

A. Review and discuss process: Plan-to review stakeholder input previously completed, discuss, and move out of the “organization” phase, and into the “imagine” phase. The imagine phase has two parts-envision and plan. The goal is to have a solid understanding and agreement RE: the PAC mission statement and to use that to inform our next meeting.

B. Review and discuss stakeholder input:

- Reviewed-discussed top areas of public interest, and the desire to create a comprehensive public arts calendar that is both collaborative with major city organizations and facilitated by the PAC by mirroring the process of other cities (WW in Portland, the Stranger in Seattle, the “pull out” pocket calendar in McMinnville.
- Reviewed SWOT analysis: Additions- “Completion of foundation development” under *Positive External Opportunities*, changed “no understanding of best practices” to “limited understanding of best practices” under *Positive External Challenges* and added “limited amount of funding/support from the city” under *Negative Internal Weaknesses*.

C. Review mission statement:

- Several sample mission statements were read aloud and discussed. Agreement that the wordier statements were less engaging and effective. Discussion of “crafting mission and vision statements” handout.

D. Assess our mission statement:

- Completed “mission statement assessment tool” collectively. Discussed the strengths, weaknesses, and memorability of our mission statement.

E. Update our mission/vision statement:

- Our current mission statement is “To enhance the cultural and aesthetic quality of life in Forest Grove by serving to promote, preserve, and develop public access to the arts.”
- Our draft, updated mission statement (to be discussed and voted on at our next meeting) is “Art belongs everywhere and to everyone.”

F. Mini-grant discussion:

- Laura-discussed mini-grant idea from a potential applicant involving holding music therapy classes for children and seniors, led by a local person who moved to Forest Grove recently and is affiliated with a non-profit. We encourage this person to apply for a mini-grant.

G. Wrap-up:

- Additional ideas include further discussion of community calendar, bumper stickers, and especially a public campaign featuring our draft mission statement (hidden ads, News-Times ads, posters, buttons, etc.) to generate public interest after our “purpose” for doing this is more clarified. Future discussion: What do we hope to achieve by launching this campaign?

5. COMMISSIONER COMMUNICATIONS: N/A

6. STAFF COMMUNICATIONS: N/A

7. COUNCIL LIAISON COMMUNICATIONS: N/A

8. ADJOURNMENT: Dana Eytzen adjourned the meeting at 8:02pm.

Respectfully Submitted by Emily Lux