

MINUTES APPROVED BY THE PAC ON AUGUST 8, 2019

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

Guest(s): Kristin Ling

1. CALL TO ORDER: By Dana Eytzen at 5:05 pm.

2. CITIZEN COMMUNICATION: Kristin Ling-TLT Tourism Advisory Committee Member-There are grants available for events that encourage visitors from 50+ miles away to stay overnight, or multiple nights, in Forest Grove. Court Carrier will be invited to a future meeting to discuss these opportunities further. It is a good idea to consider collaboration across multiple organizations when planning events, to increase the potential of attendance, multiple-day stays, and attracting out of town visitors and/or new populations. This is much more effective with advanced facilitation and communication, as opposed to operating “in a silo” per organization. A new social media campaign is ready to launch, as well as a website titled DiscoverForestGrove.org, which will be in operation soon. There are many exciting opportunities coming up that could be strengthened by city-wide collaboration between organizations, businesses, and individuals who are often competing to attract the same populations of visitors.

3. APPROVAL OF PAC MEETING MINUTES: Pat motioned to approve the June meeting minutes as amended, Mike seconded. Motion carried, unanimously.

4. ADDITIONS/DELETIONS: Additions: 5C.b. Advertising campaign, 6D. Urban Renewal Agency

5. DISCUSSION/DECISION ITEMS:

A. Arts Guide Calendar of Events for next quarter: The Arts Guide deadline is August 5 which will cover the months of September, October, and November. Ad prices recently increased. The PAC will not submit an ad at this time, but will submit information about the Art Bizarre to the free calendar listing.

B. Tualatin Valley River Keepers Mural Project: Tualatin River Keepers have a funding source allowing them to work with cities to create murals on city storm drains, as they have in other cities in the surrounding area. The Public Arts Commissions of each city has acted as the facilitator of the calls for art and selection process. The purpose of these projects is to help the public understand the impact of putting toxic potentially damaging materials down storm drains. Nothing will move forward until September. Questions include the number of mural locations, and number of artists to be involved. More information to come.

C. Strategic Plan Objectives Updates:

a. Volunteer Management-An idea was presented regarding using students in need of volunteer hours to help with PAC tasks and events. There will need to be an organized list of tasks, dates, volunteers, contact info, and coordination plan. Friends of the Library have had a great deal of success working with high school students.

b. Advertising Campaign-Discussion: Should the PAC continue with the community contest discussed at last month’s meeting, or hire a professional to create the graphic to go with PAC’s mission statement? Conclusion: The graphic should be designed by a professional, but to keep the community spirit of the contest, the public will be invited to respond to the

new design and mission statement with their own artistic interpretation. Submissions will be displayed in the library display case, likely in January. Submission size restrictions and contest guidelines will be clarified by subcommittee prior to the call. We can share the invitation to participate on social media, through the utility bill, and by advertising to local schools. PAC will jury the submissions, and hold a public reception to celebrate participants and award prizes. Pat motioned to issue first, second, and third place cash prizes in the amounts of \$150, \$75, and \$50, respectively, to be taken from discretionary funds. Emily seconded. Motion carried, unanimously. The design will need to be completed prior to September, when the contest will be announced. Emily will create and donate the graphic. We will no longer be present at the farmer's market booth, contrary to last month's discussion.

6. INFORMATION ITEMS:

- A. Finance Report:** The new CEP is now included in the finance report. Discretionary included three booth payments and CAST funds dispersal. Arlie press did not respond to requests for final receipts, so their funds will not be issued.
- B. Historic Photo Displays:** The winning photograph will be displayed to the public in the library and then rotated to the history room or the community auditorium/city hall. This is intended to be an annual contest.
- C. Meet the Artist Dinner Updates:** The upcoming meet the artist event is nearly sold out (15 out of 18 tickets), and the August 3rd event still has several tickets available. It will be advertised again via social media, and possibly at the ECE.
- D. URA Update:** According to Brian Pohl with the URA, there is \$20,000 available at this time to be used towards the acquisition of public art. These funds need to be spent by June 30, 2020, and will not likely roll over. Potential spending could include the creation of the outdoor pedestals for the rotating sculpture gallery. Other possibilities will be discussed at the next meeting.

7. COMMISSIONER COMMUNICATIONS: Linda-Voices from the West Plains, 9/28/-9/29, at the A.T. Smith House, sponsored by the Friends of Historic Forest Grove and a living history conference sponsored by ALHFAM will be held in Forest Grove 10/16-10/18.

8. STAFF COMMUNICATIONS: There are currently 1,100 children participating in the summer reading program, which is a record number for this time of the summer.

9. COUNCIL LIAISON COMMUNICATIONS: N/A

10. ADJOURNMENT: Dana Eytzen adjourned the meeting at 6:30 pm.

Respectfully Submitted by Emily Lux.