



## MEETING AGENDA

**TUALATIN ARTS ADVISORY COMMITTEE**  
**November 16, 2021 - 6:30 PM**

**VIRTUAL MEETING**  
**Join by phone: 1-253-215-8782**  
**meeting ID: 842 8693 2165**

**Join by video:**  
**Register by emailing [jludemann@tualatin.gov](mailto:jludemann@tualatin.gov)**

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The Tualatin Arts Advisory Committee's mission is to support and inspire the creation and integration of all art forms into our city's rich cultural heritage and vibrant future. We believe that involvement in the arts creates a more energetic, engaging, welcoming, and beautiful community.

We also believe that art itself facilitates healthy communities through:  
***Connection, Culture, Creativity, Imagination & Inspiration.***

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### **A. CALL TO ORDER**

### **B. APPROVAL OF MINUTES: October 19, 2021**

### **B. COMMUNICATIONS**

1. Chair
2. Council Liaison
3. Staff
4. Public

### **C. NEW BUSINESS**

1. Tualatin Valley Creates- Upcoming Programs and Initiatives
2. Arts Budget Update

### **E. OLD BUSINESS**

1. Traffic Signal Box Wrap Program – scoring matrix
2. Veteran's Memorial Update

### **F. COMMUNICATIONS FROM COMMITTEE MEMBERS**

### **G. ADJOURNMENT**



# City of Tualatin

## Tualatin Arts Advisory Committee Regular Meeting Minutes October 19, 2021

**PRESENT:** Janet Steiger Carr, Brett Hamilton, Buck Braden, Mason Hall, Dawn Upton, Kathleen Silloway, Councilor Bridget Brooks

**ABSENT:** Mahathi Sridhar

**STAFF:** Ross Hoover, Parks & Recreation Director, Julie Ludemann, Recreation Manager

**PUBLIC:** Raziah Roushan, Tualatin Valley Creates

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### **A. CALL TO ORDER**

Chair Janet Steiger Carr called the meeting to order at 6:32pm

### **B. APPROVAL OF MINUTES**

A motion to approve minutes of September 21, 2021 was made by Kathleen Silloway and seconded by Mason Hall. Motion passed.

### **C. COMMUNICATIONS**

1. Chair -none.
2. Council Liaison – Councilor Bridget Brooks informed committee members on topics discussed at the most recent City Council meeting including wearable police cameras and the creation of an ad-hoc Diversity, Equity, and Inclusion committee.
3. Staff – Ross Hoover, Parks & Recreation Director, provided an update on the City’s return to work plan and vaccination policies. Julie Ludemann, Recreation Manager, updated the committee on fall programs including Pumpkins & Pints, HOWL o ween photo contest, and pumpkin hunt, as well as the Holiday Lights Parades in December. Mason Hall provided information on the Shrunken Regatta display at the Tualatin Public Library.
4. Public – Raziah Roushan, Executive Director of Tualatin Valley Creates, provided updates on several new programs and initiatives. These include the Art Pass membership program, the Creative Youth Collaborative, Creative Impact workshop series, and the Cultural Coalition of Washington County grant program. More information is available on the Tualatin Valley Creates website.

### **D. NEW BUSINESS**

### **E. OLD BUSINESS**

#### **1. Traffic Signal Box Wrap Program**

Julie Ludemann presented a proposed sponsor packet for traffic signal box wraps. The committee provided feedback and ideas for finding sponsors including connecting with the Tualatin Chamber of Commerce, Rotary Club, and the Business CIO. Other ideas included an article/ad in *Tualatin*

*Life.* TAAC members discussed strategies for meeting with potential sponsors. Chair Janet Steiger Carr volunteered to set up a meeting with Tualatin Chamber.

## **2. Parks & Recreation Equity Plan**

Julie Ludemann provided an update on the Parks & Recreation Equity Plan, including proposed action items. Based on community feedback from outreach events, three top items emerged – park safety, the need for additional programs, and bilingual staff. Brett Hamilton inquired about the possibility of a Junior Park Ranger program. After discussion, Mason Hall motioned to approve the Equity Plan, with a 2<sup>nd</sup> by Brett Hamilton. Motion passed unanimously.

## **F. COMMUNICATIONS FROM COMMITTEE MEMBERS**

Mason Hall provided an update on the Native Lands and Peoples Acknowledgement and read the final statement. Buck Braden announced a new show by the Pacific Rim Institute of Marine Artists, of which he was the juror. Kathleen Silloway questioned whether the pedestrian crossing signal on Boones Ferry Rd. was working correctly. Kathleen Silloway asked if the committee would like to consider adding public art at the Tualatin Commons, and described the City of Hillsboro's Better Together art contest. Submissions from this art contest were printed as postcards. Janet Steiger Carr indicated that that would be an interesting way to promote the traffic signal boxes and thank sponsors. Councilor Brooks announced that the Tualatin Sustainability Network will be holding a street litter pick-up event on November 6<sup>th</sup>. Janet Steiger Carr announced that a live performance of Rocky Rogers Rocket Ranger will be performed at the Winona Grange.

## **G. ADJOURNMENT**

Meeting was adjourned at 8:20pm on a motion from Mason Hall and seconded by Kathleen Silloway.



## Tualatin Valley Creates

*Tualatin Valley Creates drives the development of inclusive, resilient, creative communities using arts, culture, heritage, and humanities.*

Our vision is to foster the growth of a robust arts and culture ecosystem in Washington County. We do this by:

- Increasing visibility and community engagement with local happenings;
- Engaging under-served populations by making arts and culture more accessible;
- Cultivating various economic opportunities in the arts and culture ecosystem;
- Bridging resources needed to support people working in the local creative industries.

[www.tvcreates.org](http://www.tvcreates.org) #tvcreates

Tualatin Valley Creates is a 501(c)(3) public benefit organization

# COMMUNICATION HUB

## Website:

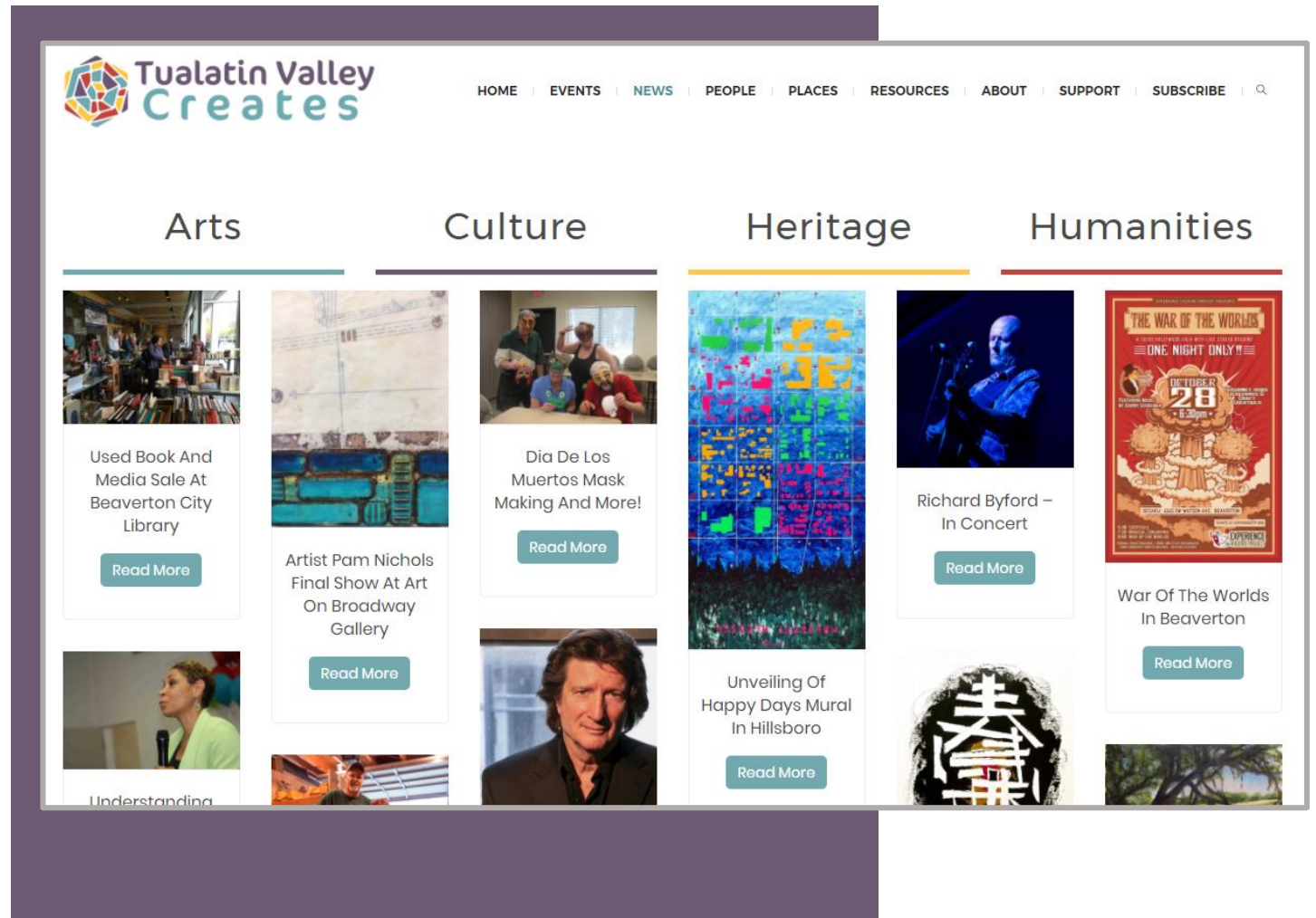
- Cultural News
- Calendar
- Resources for Creatives
- Youth Arts

## eNewsletters:

- Weekly Events
- Monthly Arts Industry eNews

## Social Media:

- @tvcreates
- @tualatinvalleycreates



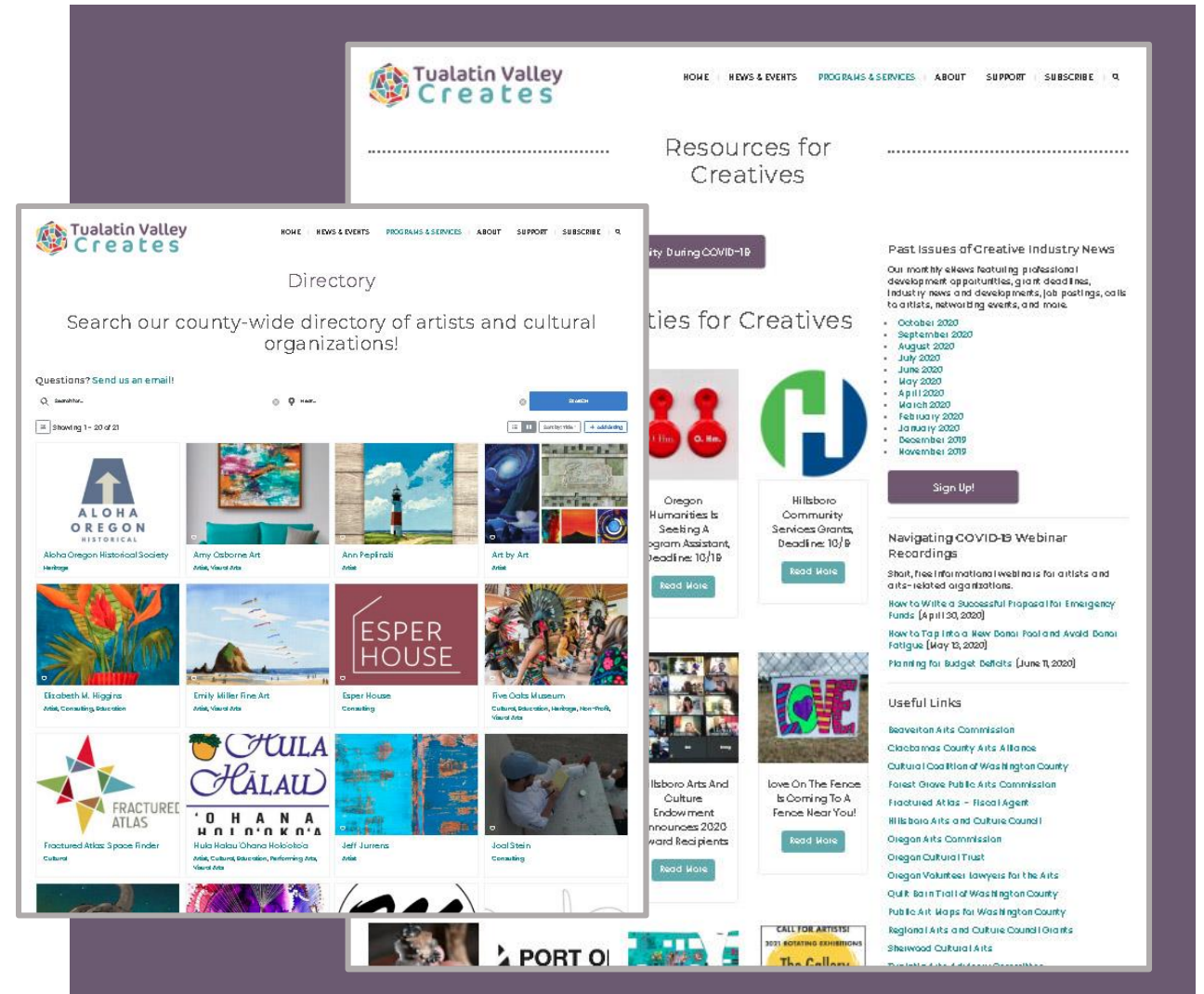
# EXPLORE!

## Resources for Creatives:

- Calls for Artists
- Funding opportunities
- Employment
- Past Creative Industry eNews issues
- Links to local grants and foundations

## Directory:

Launched in May 2020, the Directory is a county-wide listing of artists, organizations, and arts services. **Listing fee is only \$125 per year.**





# CONNECT & ADVANCE

## Networking Events:

Networking Events are held monthly via Zoom (until safe to gather again). Each event focuses on a relevant theme, like “Theatre Conversations”, “Volunteering in the Arts”, “Literary Arts”, and more. Each event is co-hosted by a fellow arts organization.

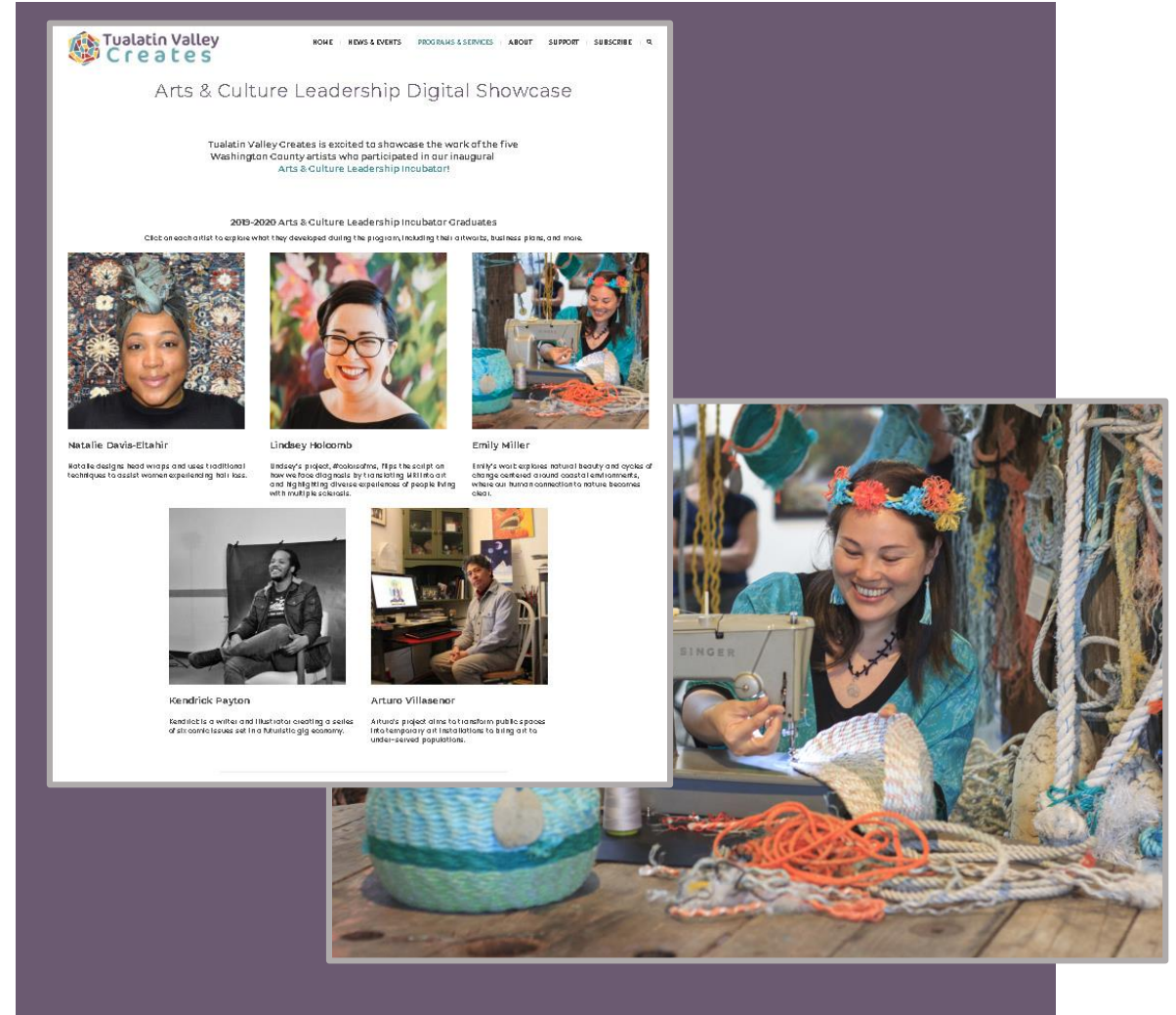
## Professional Development Workshops:

Learn everything from booking for artists to how to use social media to drive sales.

**Creative Impact Workshop Series** with Cities of Hillsboro and Beaverton (now through spring)

## Arts & Culture Leadership Incubator:

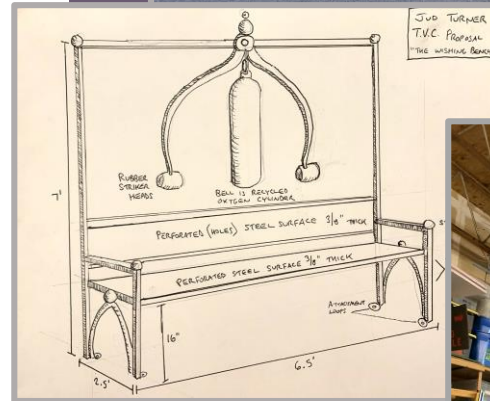
Developed for mid-career artists and arts leaders from traditionally underrepresented communities\*, the Incubator is a multi-workshop intensive as part-leadership development and part-business incubator that creates a cohort between Faculty and Participants.



# ACCESS

## Public Art Projects & Administration:

- Tigard Outdoor Museum along Heritage Trail
- Musical Benches Public Art Collection (aka Travelling Public Art Collection)





# REFLECT & ADVOCATE

## Regular audience and community surveys throughout the year

- Coordinated data gathering with regional, state, and national agencies
  - Arts & Economic Prosperity Study 5
- Programming Desires
- Emotional Wellbeing

## Advocating about economic impact and lifestyle benefits

- Presentations throughout County
- Correspondence to business sector on behalf of program and event coordinators
- Project-specific partnerships
- Objective advice and consultation



# CALL TO ACTION!

## Become an ArtPass Member

- Support TVC by becoming a member for \$25!
- Support our County's creative economy by gaining access to perks and discounts by local businesses.
- Write comments and reviews directly on TVC's online ArtPass Directory
- Sign up online today at [www.tvcreates.org/artpass](http://www.tvcreates.org/artpass)



## Join the ArtPass Membership Program



**Tualatin Valley  
Creates**

### Businesses Located In:

Aloha  
Banks  
Beaverton  
Bethany  
Cedar Mill  
Cornelius  
Durham  
Forest Grove  
Gaston  
Hillsboro  
King City  
North Plains  
Sherwood  
Tigard  
Tualatin

\$25 for a year-long membership

Get access to special deals at local businesses in Washington County including:

Art Supply Retailers  
Coffee Shops  
Theatres  
Wine Bars  
& more!

For the full list visit  
[www.tvcreates.org/artpass-directory](http://www.tvcreates.org/artpass-directory)

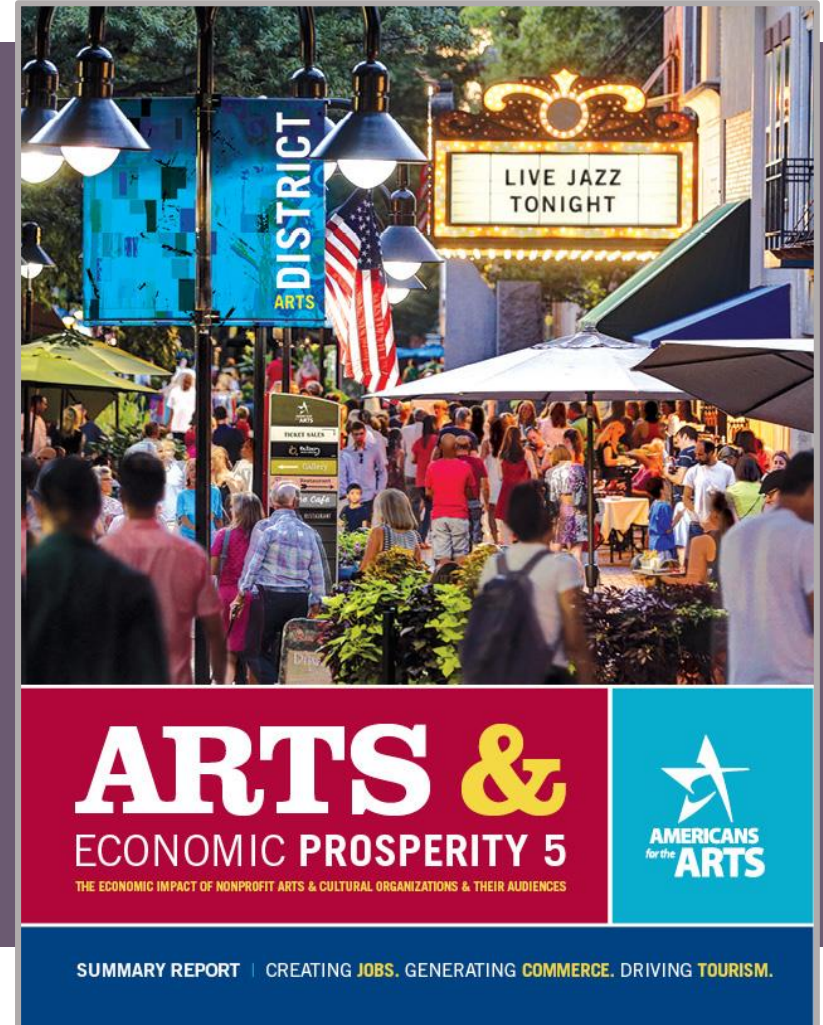
[www.tvcreates.org](http://www.tvcreates.org) | #tvcreates  
(503) 567-1713 | [info@tvcreates.org](mailto:info@tvcreates.org)

Sign up today at  
[www.tvcreates.org/artpass](http://www.tvcreates.org/artpass)

# CALL TO ACTION!

## Be part of the Americans for the Arts “Arts & Economic Prosperity Study 6”

- We need 3-5 volunteers from each council/commission to help survey arts patrons, arts and culture organizations, and Washington County residents about their cultural spending habits.
- TVC and AFTA provide all the materials, volunteers are our manpower.
- Expect to spend 5 - 20 hours per month between March-December 2022.
- Sign up online today at [www.tvcreates.org/volunteer](http://www.tvcreates.org/volunteer)





# CALL TO ACTION!

## Represent your district by joining the TVC Board

We're seeking 1 representative from your commission/council to join TVC's leadership to help guide our advocacy work. What to expect:

- Application process
- 3-year term
- 1-hour meetings per month
- Expect to spend 1-5 hours a month advising TVC staff, advocating for public access to arts and culture, and/or coordinating outreach efforts.
- Contact Raziah Roushan at 503-567-1713 or [director@tvcreates.org](mailto:director@tvcreates.org) if interested





# Arts & Culture PROJECTED

**Expenses**

54651 **Arts Program**

TAAC Art Programs

Art Maintenance

Living Room gallery

Heritage Center program sponsorship

Contributions to Other Organizations (TAAC grant)

Fy 20/21 Carry Forward

**Totals**

**\$ 15,935.00**

6500

1500

1000

1000

2000

3,935

**Total Expenses**

**\$ 15,935.00**

<b>Total Revenue</b>	Projected Program Registrator Fee		<b>Total Revenue</b>
			\$ -
			\$ -
<b>Total Return</b>	Total Revenue \$ -	Total Expense \$ 15,935.00	<b>Total Return</b>
			\$ (15,935.00)
<b>Percentage of Return</b>	Total Revenue \$ -	Total Expense Divided By \$ 15,935.00	<b>% of Return</b>
			0.00%

**Narrative:**