

MINUTES

Beaverton Arts Commission Board of Directors Meeting

Tuesday, November 17, 2009

6:30-8:30 PM

Meeting called to order by board president, Kevin Hoover at 6:35 PM.

Present: Committee Members present listed below with their personal highlights on accomplishments of the past year.

Andrew Loomis – Mural project, True Public Art, Excitement in General
Diana Sullivan – Presenting scholarships
Stephen Thompson – public art, BLT (especially the last one), feeling of pride
Clarinda White – talk about fundraising plan @ each meeting, BAF – on fire and engaged
Cynthia Rosek – volunteer having fun, working with website and learning about BAC
Tracy Ullman (Catailla Design) – BLT, Mural
Carol Cartier (Catailla Design) – interview pianist, need to reach out
Don Scorby – proud to be a member
Warren Smalley – murals, love being associated w/BAC, seeing the effect of art
Bob Schulhof – fun and eye opening, likes things happening in Beaverton
Lori Delius– enjoyed talking to people about BAC
Jayne Scott – fun to look back at all we've done, favorite event "Ten Tinny Dancers"
Shelley Johnson – year of firsts, likes the footprint we're leaving in the community, mural fun, leadership Beaverton, passion for art
Kathy Gaona – everything sticks out, involvement with the city and citizens
Kelly Quashnie – enjoyed being part of the mural committee and seeing the students and adults be involved in a mural project together.
Laura Rawlins – first ever performing art summit, pleased to see dance included, received an award – highlight
Kevin Hoover – survival of BLT in 108 degree temp, surprised by the large turnout

Members Excused: Eva Nunez

Guests:

- **Clarinda White – Fundraising Consultant**
- **Cynthia Rozanc – volunteers with BAC and updates our website.**
- **Tracy Ullman – Catailla Design**
- **Carol Cartier – Catilla Design**

BAC Identity (Catailla Design)

BAC – building on the existing visual identity of the foundation and fundraising campaign.

Catailla Design presented a leave behind that they are creating for the BAF for those making calls. The package of greeting cards feature local art work and are elegant, high-end. They are in need of high-resolution (300dpi @ 100%) art for the note cards.

Gathering testimonials for the website.

Marketing Plan > Strategy > Build Website

Don & Andrew debate of process vs. product

Evaluate the Commissions' Brand Id – a designers professional opinion of what the BAC logo "says" as well as recommendations of usages for the existing logo. A decision needs to be made on the logo, plan for it and be consistent.

Bob doesn't feel strong about the 'BAC' or logo as is in general. Doesn't emphasize Beaverton or Arts working together in the community.

BAC Services

Technical assistance to the arts

Foster access to youth

Promote richness of Beaverton and allow sharing

Promote arts throughout the year

Resource, facilitate, advocate

Nurture professional development of arts organization

BAC Audience

Business – seek out artist & exhibit

Culture – bring donations/money to arts

Arts –grants, praise and accomplishments

Students – skills, arts – college

Visitors – events, entertainment, future relocation

Donors – where can I give?

What is our story?

Who is our target market?

What do we want people to say about us?

Andrew- suggests breakdown of BAC : weakness, strengths, flexibility, use of color palette, simplified, broaden diversity, appeal of color palette

Don – target market – multi-ethnic community, no ~30 year olds

Andrew motion to have Catatilla Design to present three logo options to the committee. Stephen seconded. Carol will send a requested for the required feedback.

Board Business Items

Kevin present the approval of the 2010 officers, Lori accepts and Bob seconds. Officers listed below; President – Diana Sullivan, Present-elect – Don Scorby, Treasure – Kathy Gaona and Secretary – Kelly Quashnie. Lori motioned to accept the positions and Bob seconded. Motion passed.

- Visioning – (5 top categories people seek out)
 - 1) Building community
 - 2) Vibrant downtown
 - 3) ?
 - 4) ?
 - 5) Enhance livabilityAdvancing visioning process – March 2010 roadmap including people voting on things related to what we are doing as BAC.
- The people voted on six topics; 425 voters
 - Downtown Re-development
 - Creating something like Sequoia Gallery in Beaverton – a visual arts facility as part of downtown development.
 - Performance Facility – study
 - Open location
 - Partnership always important (i.e. Clarinda, Washington County Museum)
 - Funding Options – double amount
 - Time line
 - Jayne requests – clarification motion that Performance facility consensus that this is the high priority of BAC that this happens.
 - Jayne request: By end of the month to provide names to Jayne of who could serve on the Blue Ribbon Committee (anyone in the community). Bob noted we should have presence but we really need movers and shakers in the community.
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- Beaverton Civic Theater (BCT)
 - New season to start
 - They found a community board
 - This year BCT will ask for city help
 - BAC my help advocate for funding (note BAC has helped other organizations)
- Laura mentioned the potential for misconceived perceptions – i.e. that it will look like BAC “funds” other organizations depending on how it is presented, especially on marketing materials.
- Clarinda – Fundraising: tight deadline for corporate sponsorship for Mayors Ball & Showcase
- Bob motioned to accept October minutes, Andrew seconded.
- Bob motioned to accept Treasure Report, Steve seconded.

Kevin called the meeting to an end at 9:ish PM.