

City of St. Helens

Arts and Cultural Commission

265 Strand St
St. Helens OR 97051

Meeting Agenda

November 24, 2015 at 6:30 P.M.

Call Meeting to Order

Visitors Address the Commission

Revisions to the Agenda

Approval of the Minutes

Fiscal Report

Set the first Start time and the time allotted for each item

Start	End	Time	Items	Speaker
6:40 PM	7:10 PM	0:30	Kickstarter Promotional Video: Update	ACC
7:10 PM	7:20 PM	0:10	ACC Vancancy: Recommendation	ACC
7:20 PM	7:30 PM	0:05	Bike Racks: Update	Rosemary
7:30 PM	7:35 PM	0:10	Banner Project: Update	ACC
7:35 PM	7:40 PM	0:05	Art Bench: Maintenance: Update	ACC
7:40 PM	7:45 PM	0:05	Community News	ACC
	7:45 PM		Adjournment	
Total		1.25		

Next Meeting: December 22, 2015 at 6:30 PM

Parking Lot:

Mural Project

Seaman Monument

The St. Helens City Council Chambers are handicapped accessible. If you wish to participate or attend the meeting and need special accommodation, please contact City Hall at 503-397-6262 in advance of the meeting.

Be a part of the vision...get involved with your City...volunteer for a City of St. Helens Board or Commission!
For more information or for an application, stop by City Hall or call 503-366-8217.

Arts & Cultural Commission

Public Hearing: Gateway Sculpture Phase II Regular Meeting

Minutes from Tuesday September 22, 2015

City Council Chambers

Members Present

Kannikar Petersen
Rosemary Imhof
Kevin Chavez, Chair
Luanne Kreutzer
Susan Patterson

Councilors in Attendance

Susan Conn
Ginny Carlson

Staff Present

Jennifer Johnson, Secretary
Margaret Jeffries, Library Director
Jon Ellis, Finance Director
Jenny Dimsho, Assistant Planner

Members Absent

Diane Dillard, Vice Chair

Guests

Ean Eldred
John Kashiwabara
Bill Blank
Agnes Petersen
Al Petersen



Call Public Hearing to Order

Chair Chavez called the Public Hearing to order at 5:31 p.m.

Introduction

Petersen gave an overview of the Gateway Project Phase II. Rhiza A+D was chosen from the RFP submittals to present at the Public Hearing.

Rhiza A+D Presentation

John Kashiwabara and Ean Eldred gave an overview of Rhiza's background. Past work was shown on the overhead screen.

Kashiwabara described the concept of the design. They described the literal concept of how fish need trees and trees need fish. They wanted to incorporate the strong salmon culture in our area to the sculpture. The Salmon tree sculpture evolved from those ideas. The piece tells a story.

Visitor Comments

- Bill Blank asked if there would be plaques with the sculpture to tell the story. Commissioner Petersen mentioned that there is no sidewalk on the east side of the

highway. There is a possibility the plaque would be placed on the west side along the sidewalk.

- Agnes Petersen commented about the original dim lighting on the Gateway Project Phase I. She asked if it would possible to have this sculpture lit from above. Eldred said having a thinner material and brighter color will help with the lighting. Kashiwabara said they will test the sculpture lighting before it is installed. Commissioner Petersen asked if the sculpture would be powder coated. The Sculpture will be painted with a wet paint three part system, an ODOT standard.
- Finance Director Jon Ellis asked about testing of wind loads. Kashiwabara said they have a background in architecture and don't design sculptures that are prone to wind shear. They will also be working with knowledgeable engineers for testing and designing.

With a budget of \$37,000 the artists feel they will be able to fabricate this project within the budget.

The overall opinion of all the visitors was very positive. Everyone loved the story the sculpture represents.

Adjournment

With no further questions or presentation by the artists, the hearing was adjourned at 6:36 p.m. by Chair Chavez.

CR

Call meeting to order

Chair Chavez called the meeting to order at 6:50 p.m.

Rhiza A+D Presentation Discussion

Chair Chavez likes the idea of a story behind the sculpture. Kreutzer likes how enthusiastic the artists are in working with the Commission. Petersen likes the hands on development of the sculpture. All of the labor is in-house at their shop.

Motion: Commissioner Petersen recommended to City Council approve Rhiza A+D's Design for the Salmon Tree Cycle and approve the first part of the contract for \$2000 for marketing illustrations. Commissioner Imhof seconded. All in favor; none opposed; motion carries.

Visitors

No comments

Approval of the Minutes for August 25, 2015

Motion: Commissioner Kreutzer moved to approve the minutes for August 25, 2015. Commissioner Petersen seconded. All in favor; none opposed; motion carries.

Fiscal Report

The Commission reviewed the fiscal report. Nothing new.

Pumpkin Carving Contest

Tina Curry has started promoting the contest. The event has had lots of hits on Facebook. Pumpkins will be displayed in the Council Chambers windows. Commissioner Petersen volunteered to build display shelves.

Bike Racks

Imhof is working with the High School again to produce bike racks similar to those done last year. Top Notch Thrift Shop and IGA Marketplace are possible locations for the next bike racks. Petersen mentioned a reminder that the bike racks are art pieces and should be placed in a visible location.

Banner Project

Nothing new to report at this time.

Grant and Fundraising

Petersen and Assistant Planner Jenny Dimsho met to discuss the National Endowment for the Arts grant. After much research, they came to the conclusion that the grant focuses on a different kind of project than the Gateway Phase II. They will not be applying for that grant for this project.

Kickstarter will be used as a fundraiser as well as for marketing. Dimsho will be helping with the Kickstarter plan. Dimsho talked about the success stories with Kickstarter on other projects in smaller communities. There is a 5% fee for using Kickstarter. Mini sculpture pins is an idea for marketing. A fund goal must be set and met with Kickstarter to receive the funds otherwise it is refunded back to the pledgers. You can run your campaign for up to sixty days. The most popular donation amount is \$25.

Petersen and Chavez volunteered to be part of a subcommittee. An email will also go around at a later time.

The Commission thanked Commissioner Kreutzer for her time spent on the Commission.

Adjournment

The meeting was adjourned at 7:30 p.m.

Next Meeting

The next meeting is scheduled for Tuesday, October 27, 2015 at 6:30 p.m.

CR

Submitted by:

Jennifer Johnson
Utility Billing Specialist

Present=P Absent=A

Date	Kreutzer	Petersen	Dillard	Vac	Imhof	Chavez	Patterson
September 22, 2015	P	P	A	-	P	P	P

Arts & Cultural Commission

Minutes from Tuesday October 27, 2015

City Council Chambers

Members Present

Kannikar Petersen
Dillard Dillard, Vice Chair
Rosemary Imhof
Kevin Chavez, Chair
Susan Patterson

Members Absent

None

Guests

None

Councilors in Attendance

Susan Conn

Staff Present

Crystal Farnsworth, Communications Officer
Margaret Jeffries, Library Director

☞

CALL MEETING TO ORDER

Chair Chavez called the meeting to order at 6:30 p.m.

VISITORS

There were no visitors.

AGENDA UPDATE

Commissioner Petersen proposed moving the sculpture discussion to the end of the meeting.

Chair Chavez said that Jensen would not be there, but he did speak with him over the phone.

There was no banner or bike rack updates to discuss.

Petersen said the bear still needs to be repaired, but they need to find someone who can work with a chainsaw to do the repairs. The damage is in the back piece. Vice Chair Dillard said that she will check with a few people that she knows who work with wood to see if anyone is interested in making the repairs. Petersen said they would need to submit a proposal.

FISCAL REPORT

The Commission reviewed the fiscal report.

STATUE PROPOSAL: PRESENTATION

Commissioner Petersen said that they still have to pay money to Suzanne Lee that is due to her. She was entitled to \$32k and did not receive the full amount. Petersen followed up with Jon Ellis.

CARVED PUMPKIN CONTEST

Commissioner Petersen said the winner was from Battle Ground, Washington. Second place went to Relay for Life. Third place went to local resident Shelly Mahar. Petersen said that next time, it would be good to promote the competition with hardcopies in addition to online promotion. Commissioner Patterson suggested that for next year, the brochure that was created be put on one page, instead of two pages like it was this year.

KICKSTARTER PROMOTIONAL VIDEO

Commissioner Petersen passed out a project timeline for the Gateway Sculpture Project Phase II and a funding spreadsheet. In addition to crowd funding, the Commission will also apply for several grants in 2016 to be awarded in 2017.

Petersen estimates that the cost of the project will be \$56,700. Regarding the matching fund amount line item (\$17,100), Petersen would like the City to match the Commission's fundraising amount dollar for dollar.

One idea that Petersen heard from the first Gateway Sculpture was to have an interpretive sign installed on the opposite side of the highway to explain what the sculpture and images mean. Petersen thinks this is a good idea to implement for the second Gateway Sculpture. Petersen suggests budgeting an additional \$3,000 per interpretive sign to be installed. This cost would be in addition to the proposed sculpture budget.

The Commission watched the video Tieton Stamp Mosaic online (<https://www.kickstarter.com/projects/653372946/tieton-stamp-mosaic-a-monument-to-small-town-post>). Petersen showed the Commission how a kickstarter campaign works and what kind of information is available on the website. Petersen talked with the sculpture artist about doing an etching of the sculpture as a thank you contribution gift. A community-made broach is another idea. Dillard said that Pacific Stainless made a commemorative pin that he handed out a few years ago with his laser cutter machine.

Petersen said that the Commission will need to network with different groups and have them network with their people. Producing a good video is the hook. People will decide whether they want to learn more about the project or not based on the video.

Petersen also suggested having a launch party, possibly at Columbia County Brewing where donations can also be collected.

Petersen will arrange a meeting with Jenny Dimsho with the City for 11 a.m. on Friday, October 30 to discuss the kickstarter page information.

ACC VACANCY: INTERVIEW APPLICANTS

Commissioner Petersen volunteered to be on the interview subcommittee. Imhof said she would also be there. Chavez said that he will be a backup person in case Petersen or Imhof can't make it.

Library Director Jeffries suggested using the Armstrong Room at the Library. Petersen also volunteered her office.

MAINTENANCE AND REPAIR

Commissioner Dillard will follow up with wood workers for necessary repairs. Patterson suggested a protective coating so that it will not rot. Commissioner Petersen agreed. The current coating is not good and Oregon weather degrades the sculpture.

COMMUNITY NEWS

Commissioner Petersen said that SHEDCO is trying to do a Let It Glow program again for Christmas. They are asking retail businesses to decorate their businesses and storefronts. This year, they are trying to make the project bigger. They are asking everyone – businesses, residents, government buildings, etc. – to decorate their buildings if they are located along the main street.

Jeffires said the next Thursday (November 5), the Library is hosting another Conversation Project about death and dying in partnership with Cambia Health and Oregon Humanities.

ADJOURNMENT

The meeting was adjourned at 7:40 p.m.

NEXT MEETING

The next is scheduled for Tuesday, November 24, 2015 at 6:30 p.m.

OR

Submitted by:

Jennifer Johnson
Utility Billing Specialist

Present=P Absent=A

Date	Vac	Petersen	Dillard	Vac	Imhof	Chavez	Patterson
October 27, 2015	-	P	P	-	P	P	-

City of St. Helens
Arts and Cultural Commission
Monthly Income Statement Report FY 15-16

	Fiscal Year 2014-15						Fiscal Year 2015-16			
	Actual 6/30/13	Actual 6/30/14	Budget	Amended Budget	Actual 06/30/15	% of Amded Budget	Budget	Amended Budget	Actual 11/20/15	% of Amded Budget
Revenues										
Public Improvement Fees	4,220	6,360	1,380	1,380	60	4%	-	-	-	0%
Grants	-	1,125	-	-	1,500	0%	-	-	-	0%
Grants - Tourism	-	2,000	-	-	-	0%	-	5,000	-	0%
Contributions	11,254	18,672	5,000	5,000	2,305	46%	1,000	1,000	260	26%
Total Revenues	15,474	28,157	6,380	6,380	3,865	61%	1,000	6,000	260	26%
Expenditures										
Administration and marketing	464	1,090	500	500	312	62%	500	500	60	12%
Projects										
Gallery Corridor Banners	154	3,550	10,000	10,000	6,917	69%	6,000	6,000	-	0%
Bike Rack Projects *	1,000	464	1,000	1,000	201	20%	1,500	1,500	-	0%
Summer Arts in the Park	806	740	1,000	1,000	603	60%	1,500	1,500	881	59%
Gateway Project - Phase 1	2,248	27,923	48,550	22,332	16,673	75%	2,000	2,000	2,054	103%
Maintenance of public art	525	328	750	750	50	7%	750	750	-	0%
Free art & crafts workshop	1,154	-	1,250	1,250	425	34%	1,250	1,250	-	0%
Spirit of halloweentown			500	500	-	0%	500	500	225	45%
Mural Project					300		5,000	5,000	-	0%
Before I Die Project					754		-	-	-	0%
Contingency*	-	-	5,000	5,000	-	0%	3,000	3,000	-	0%
Total Expenditures	6,351	34,095	68,550	42,332	26,235	62%	22,000	22,000	3,220	15%
Net income/(expense)	9,123	(5,939)	(62,170)	(35,952)	(22,370)	62%	(21,000)	(16,000)	(2,960)	19%
Beginning Fund Balance	40,250	49,373	69,653	43,435	43,435		21,844	21,065	844	
Ending Fund Balance	49,373	43,435	7,483	7,483	21,065		844	5,065	(2,116)	

City of St. Helens
Arts and Cultural Commission
Expenditure Detail FY 14-15 & FY 15-16

Date	Budget Category	Vendor Name	Check #	Amount
Fiscal Year 2014-15				25,181.19
Gallery Corridor Banners (009-201-558104)				6,916.92
09/26/14		Angelina Marino	108860	810.00
09/26/14		Kannikar Petersen	108862	106.92
10/17/14		Semling Construction Inc.	1090911	500.00
10/23/14		Pacific Stainless Products	1091724	500.00
Spirit of halloweentown (009-201-558112)				-
Summer arts in the park (009-201-558105)				602.67
07/24/14		Kannikar Petersen	108155	62.05
07/11/14		Kannikar Petersen	108049	140.62
07/11/14		Suzanne Norman	108037	200.00
07/11/14		Brigid Cassidy	108024	200.00
Maintenance of public art (009-201-558107)				50.34
08/22/14		Bankcard Center	108477	50.34
Administration & Marketing (009-201-558108)				312.25
6/5/2015		Country Media Inc.	111398	80.16
6/5/2015		Community Newspapers	111396	80.62
08/01/14		Petty Cash - Fair	108214	60.00
12/12/14		Bemis Printing	109569	37.00
01/06/15		Postage Christmas Cards		24.48
02/20/15		Kannikar Petersen	110502	29.99
Bike Rack Projects (009-201-558109)				201.36
08/22/14		Bankcard Services	108477	201.36
Free Arts & Crafts Workshops (009-201-558110)				424.56
5/15/2015		Best Western	111211	358.56
5/15/2015		Luanne Kreutzer	111241	66.00
Gateway Project Phase 1 (009-201-652000)				16,673.09
07/24/14		Carson Testing Inc.	108116	668.75
08/01/14		Suzanne Lee	1082343	660.00
08/22/14		Metalcraft Fabricaiton	108513	125.00
09/19/14		Don's Rental	108773	132.35
09/19/14		Pacific Industrial Services	1087934	375.00
10/03/14		Dockside Steak and Pasta	1088121	427.00
10/03/14		Luanne Kreutzer	108943	29.99
10/10/14		Brown Butter Bakery	108960	75.00
11/07/14		Pacific Industrial Services	1092924	375.00
11/14/14		John P. Vardanega	109369	900.00
12/04/14		Eleek Inc.	109545	185.00
02/20/15		Vilardi Electric	110513	720.00
Mural Project (009-201-558114)				300.00
4/10/2015		Antonia Doggett	110959	300.00
Before I Die project (009-201-558115)				753.63
06/30/15		SHEDCO		753.63

City of St. Helens
Arts and Cultural Commission
Expenditure Detail FY 14-15 & FY 15-16

Date	Budget Category	Vendor Name	Check #	Amount
Fiscal Year 2015-16				3,220.02
Gallery Corridor Banners (009-201-558104)				-
Spirit of halloweentown (009-201-558112)				225.00
10/23/15	Pumpkin Carving Winner	Michael Stachowiak	112727	100.00
11/06/15	Pumpkin Carving Winner	Shelly Mahar	112840	50.00
11/06/15	Pumpkin Carving Winner	Col. Co. City Slickers	112840	75.00
				-
Summer arts in the park (009-201-558105)				881.34
07/10/15		B. Cassidy	111756	100.00
07/10/15		L. Kreutzer	111773	322.29
07/10/15		S. Norman	111781	200.00
07/10/15		SHEDCO	111791	200.00
07/24/15		K. Petersen	111899	59.05
				-
				-
Maintenance of public art (009-201-558107)				-
				-
Administration & Marketing (009-201-558108)				60.00
8/7/2015	Fair Awards	Petty Cash	112039	60.00
Bike Rack Projects (009-201-558109)				-
				-
Free Arts & Crafts Workshops (009-201-558110)				-
Gateway Project Phase 1 (009-201-652000)				2,053.68
09/25/15		Country Media	112412	73.68
09/25/15		Suzanne Lee	1124261	980.00
Mural Project (009-201-558114)				-

Gateway Sculptures P.2
Kickstarter 'Soft' Deadlines

Task	Date
Launch Kickstarter campaign	April 1 - 30, 2016
Kickstarter campaign threshold updates prepared	March 29, 2016
Campaign launch promotion material prepared (press release, facebook posts, KOHI?)	March 1, 2016
Materials finalized on Kickstarter (narrative, video, timeline, budget, artist resume)	February 31, 2016
Promo video completed	February 31, 2016
Estimate net fundraising goal	February 31, 2016
Rewards (est. cost + shipping) finalized	February 15, 2016
Final website completed	January 31, 2015
Partnered with our non-profit organization(s)	January 18, 2015
Non-profit organization(s) on board with rewards	January 18, 2015
Artist on board with rewards	January 18, 2015
Local businesses on board with rewards	January 18, 2015
Initial contact with non-profit organizations	January 15, 2015
Draft website completed	January 1, 2015
Marketing materials from Rhiza A+D?	December 30, 2015
Create Kickstarter account, project approved	December 30, 2015
Kickstarter narrative drafted	December 20, 2015
Outreach materials for non-profits created	December 9, 2015

Campaign Launch Promotion

Potential Launch Party Locations

1. **Columbia Soil & Water Conservation District** (~60 people) - Cost: Free, WiFi, projector included
2. **St Helens Council Chambers** (~60 people) Cost: Free, WiFi, projector and computer included
3. **St. Helens Library** (~60 people) Cost: Free, Wifi, Projector and multiple computers included
4. **Elk's Lodge** - (~100 people) Cost: ?, Wifi?, Projector screen included
- 5.
- 6.

Promotional Outreach: Beforehand, Day of, & Month-long

1. COSH FB (paid post?) - Crystal
2. Non-profit partners FB posts
3. Oregonian -
4. Discover Columbia County - Halloweentown FB? - Tina Curry
5. OPB - Art Beat television / OPB Radio?
6. Oregon Arts Commission - Kannikar
7. KOHI - City already partnered with them
8. Center for a Sustainable Today - Rose
9. Michael Curry endorsement? - Kannikar
- 10.
- 11.

Promotional Outreach: Month-long

1. Service Groups - Kiwanis (daybreakers), Elk's, Rotary
2. Library computer desktops
- 3.
- 4.
- 5.