



**Appendix M:  
Media Coverage of Arts, Culture and Heritage Strategy  
(ACHS)**

**TABLE OF CONTENTS**

- Wilsonville arts strategy findings show need for considerable investment,  
Wilsonville Spokesman, Wednesday, August 26, 2020 ..... 2
- Wilsonville Latinx community informs arts and culture strategy,  
Wilsonville Spokesman, Tuesday, August 4, 2020 ..... 5
- Youth in Wilsonville want diversity showcased through art,  
Wilsonville Spokesman, Thursday, July 23, 2020..... 7
- Wilsonville arts and culture task force gets to work,  
Wilsonville Spokesman, Thursday, June 25, 2020 ..... 9
- Arts and culture task force to meet starting Wednesday,  
Wilsonville Spokesman, Tuesday, June 23, 2020..... 11
- City of Wilsonville is forming arts and culture task force,  
Wilsonville Spokesman, Thursday, June 11, 2020 ..... 12
- Community Arts, Culture Meeting This Week, Patch, Oct 23, 2018 ..... 13

## Wilsonville arts strategy findings show need for considerable investment

By Corey Buchanan, Wilsonville Spokesman

Wednesday, August 26, 2020

<https://pamplinmedia.com/wsp/134-news/478081-386432-wilsonville-arts-strategy-findings-show-need-for-considerable-investment>

**The draft document has a slew of recommendations to improve arts and culture in town**



PMG FILE PHOTO - The Charbonneau Art Festival is one of the marquee art events in Wilsonville.

For the Wilsonville government, improving and accentuating arts and culture in town could be a tall task.

According to a draft of the city's Arts, Culture and Heritage Strategy's findings and recommendations, which will inform the city's plan for improving deficiencies, Wilsonville doesn't have a distinct cultural identity or organizational framework to facilitate the arts — and local organizations that do foster arts and culture are struggling to stay solvent.

"There is no clear vision for a vibrant cultural scene in Wilsonville," the draft reads.

In another section, it reads: "Wilsonville is a young community, and does not have a clear physical community center or a clear cultural identity as other suburban communities with original development going back 100 years."

Along with identifying current challenges, the document lists recommendations for the Wilsonville City Council on how to improve the current state of affairs, including forming a commission to organize groups, hiring a city staff member to facilitate efforts, involving diverse communities and developing a cultural center for groups to congregate. The plan was informed by community surveys, multiple task forces and conversations with other local governments.

"This is a great start but it's only a start. We need to make sure the momentum builds and we get real results down the road," said Jerry Greenfield, a planning commissioner and member of the Arts, Culture and Heritage Task Force, during a meeting Tuesday, Aug. 25.

For at least the last few years, local organizations have clamored for the city to invest in a cultural center they could call home, and the draft findings reiterated those wishes.

"Participants also consistently identified an arts/culture/heritage center as a way to ensure cultural opportunities," the draft reads.

The draft doesn't establish a concrete plan for how to fund such a center but does provide a few strategies for funding programming in general, including a payroll tax, creating a cultural fund with an organization like the Oregon Community Foundation that can accept corporate contributions or enacting a per capita or per household tax.

It also showed that cultural centers are either owned and operated by municipalities (like the Walters Arts Center in Hillsboro) or owned by a municipality and operated by a nonprofit organization (like the Chehalem Cultural Center in Newberg).

Some potential features of the center, the draft reads, include a space for WilsonvilleSTAGE and the Wilsonville-Boones Ferry Historical Society, as well as a spot for exhibitions and ongoing art galleries.

Another finding the draft established: a lack of coordination between different governmental entities, such as the Wilsonville government and the West Linn-Wilsonville School District.

The Wilsonville government has expressed interest in the possibility of local groups using the performing arts center (which will soon be rebuilt) at Wilsonville High School. However, the two sides haven't come to any agreement yet and the draft plan identifies improved collaboration with the district as a recommendation.

"That said, it is most often very difficult for high school performing arts facilities to be shared with community use during the school year. But there is opportunity to collaborate around potential summer facility use and programming that will benefit both the city and the school district," the draft reads.

Additionally, the draft recommends the city form an Arts, Culture and Heritage Commission and hire a staff member dedicated to facilitating arts and culture in town. It said 12 of the 15 cities it surveyed had such a commission. Generally, the community expressed a desire for more leadership from the local government.

"A constant refrain from the fieldwork research, including the Cultural Vision Survey and Stakeholder Interviews in 2018 and 2019, demonstrated a desire for greater public-sector engagement in cultural affairs and increased support for community nonprofits involved in arts, culture and heritage," the draft reads.

Another roadblock to a vibrant arts scene is the struggle of nonprofits, according to the draft. The findings indicate that 22 Wilsonville nonprofits have experienced a decline in income and

reserves, and a few have dissolved entirely. Some ideas to help local nonprofits include providing training to improve efficiency and collaborating with them to ease managerial burdens.

On the topic of diversity, the draft notes that Wilsonville's Latinx population is 11% overall and 25% in local schools. The city held a meeting specific to Latinx community members to help inform this strategy and established continued engagement with minority communities as an objective.

"The city should stay in continual dialogue with youth, Latinx, LGBTQ and other underserved populations as the [it] works in partnership toward greater equity and inclusion," the draft says.

Overall, committee members tasked with guiding this process expressed satisfaction with what the city and consultant Bill Flood came up with.

"This is a lot of information. It's very in-depth. All of us did a very good job of looking at this, plus with the community weighing in, to give us a really good and rather complete picture of the current status and what we need to do to move forward, or what they would like to see us do to move forward," task force member and Wilsonville Planning Commissioner Aaron Woods said at the meeting Tuesday.

Wilsonville community members can comment on the draft strategy through the end of August. There will also be another comment period once the plan is finalized and after the City Council deliberates whether to adopt the plan on Oct. 19.

"One of the things I cherish about our city, and especially about city staff and government, is we value the input from our citizens and the participation from this group and the degrees of outreach and requests for input really makes a difference," Wilsonville City Councilor Joann Linville said at the meeting. "I'm looking forward to hearing testimony when those opportunities arise.

To view the draft, visit <https://www.ci.wilsonville.or.us/bc-achstf/page/wilsonville-arts-culture-and-heritage-strategy>.

## Wilsonville Latinx community informs arts and culture strategy

By Corey Buchanan, Wilsonville Spokesman

Tuesday, August 04, 2020

<https://pamplinmedia.com/wsp/134-news/475851-384609-wilsonville-latinx-community-informs-arts-and-culture-strategy>

**Community members want barriers to city resources lifted and more outreach for events**



PMG FILE PHOTO - Alondra Barajas works on a craft at a previous Day of the Dead celebration. The city of Wilsonville is hoping to include input from the Latinx community in town in its Arts, Culture and Heritage Strategy.

The Latinx community — persons of Latin American origin or descent (used as a gender-neutral or nonbinary alternative to Latino or Latina) — is growing rapidly in Wilsonville. Currently, 13% of all residents in town fit that designation and the percentage is even higher at local schools.

But in terms of representation in city government and participation in local events, members of this population subset aren't as represented as their white counterparts.

So, through its plan to accentuate arts, culture and heritage in town, the Wilsonville government decided to host a Latinx Family Meeting Monday, Aug. 3. Only a few people showed up, but those in attendance still voiced ideas about how to bolster participation and improve access to local resources.

"It's exciting to hear from everybody and put your minds together to come up with really fruitful conversations that are all going to benefit the community," Wilsonville High School teacher Angennette Escobar said at the meeting.

Rebecca Burkeen, the director of alumni relations at the Oregon Institute of Technology, wondered why she doesn't see a more eclectic mix of people at the Rotary Club of Wilsonville's Summer Concert Series, which was canceled this year due to the COVID-19 pandemic.

"We put on awesome summer concerts for free," she said. "If you look at the attendance it's not very diverse. Why are only certain groups hearing about it? Are we not putting posters in the right places and spreading the word the right way?"

One of the main barriers to attending events, participants said, is simply that many Latinx community members aren't aware of them. In other cases, the events take place while they're working.

"I think a lot of people know in Wilsonville there are a lot of events. I don't know that a lot of Latinos know about these events," Ramiro Diaz said.

One barrier is language. Mark Ottenad, the city's public affairs director, explained that the city has made an effort in recent years to provide materials in Spanish and the Wilsonville Public Library hired a staff member who is fluent in Spanish and translates materials. However, Diaz hoped the city would extend those efforts, including making the city's Boones Ferry Messenger publication available in Spanish.

"Recently the city has included some flyers in Spanish. It gave me butterflies seeing the community events in Spanish," Diaz said.

Isela Morales said bringing events to where a high proportion of the Latinx community lives would be beneficial.

Diaz also brought up the idea of starting a Facebook group for Latinx families to have conversations about their vision for Wilsonville and inform each other about local happenings.

Morales added that helping members of the Latinx community to improve their financial situations would be a major benefit. Minority populations, she noted, have less wealth on average than their white counterparts. And Morales recommended that the city provide opportunities for non-English speakers to learn the language, which she said is often needed to garner opportunities.

Similarly, Araceli Diaz, Ramiro's wife, said that a resource center where Latinx residents could go to ask questions about programs to help kids in school and gain other insights would also prove beneficial.

"There are a lot of Latinos who don't know where to go to find resources or ask questions," she said.

Ramiro thought the Wilsonville Library could serve as a resource center.

On the bright side, Escobar said she has come to feel welcome in Wilsonville and is optimistic that the community will embrace diversity.

"I can totally see the undercurrent of diversity and it's exciting to me and it makes me want to be there. It makes me want to continue to teach there," Escobar said. "I feel more at home in Wilsonville than I do in other parts of Oregon."

The city will soon finalize a draft of its Arts, Culture and Heritage Strategy and then will present recommendations to a task force formed to guide the plan. After the task force provides input, the city will bring recommendations to the public. For more information on this project, visit [ci.wilsonville.or.us/bc-achstf/page/wilsonville-arts-culture-and-heritage-strategy](http://ci.wilsonville.or.us/bc-achstf/page/wilsonville-arts-culture-and-heritage-strategy).

## Youth in Wilsonville want diversity showcased through art

By Corey Buchanan, Wilsonville Spokesman

Thursday, July 23, 2020

<https://pamplinmedia.com/wsp/134-news/474607-383690-youth-in-wilsonville-want-diversity-showcased-through-art>

**The city holds second meeting of task force helping the city improve arts and culture in town**



PMG FILE PHOTO - The Dia de Los Muertos celebration is one event at Wilsonville High School that embraces diversity.

During the second meeting of the city of Wilsonville's Arts, Culture and Heritage Strategy Task Force, local teachers and students explained that youth in the community generally appreciate art programming offered at Wilsonville High School but don't feel that sense of vibrancy once they venture outside school grounds.

"There is a lot of diversity continuing to form at the high school and I would like to see that spill out more to the general town," said Eleanor Gale Karrick, a Wilsonville High School student.

Members of the task force discussed the preferences of a youth advisory committee appointed to assist with the project, ways to promote diversity and provided tentative survey results during the meeting Tuesday, July 21.

Some things youth committee members wanted, according to Wilsonville High teacher Angennette Escobar and former Wilsonville High teacher Christopher Shotola-Hardt, were more youth-oriented artistic events in town, particularly during the summer, as well as more murals, events that are free of charge and culinary eclecticism. They also wanted more diverse cultural offerings in general.

"They talked about food as a way to tie communities together. That food piece really brings people to events and shows off our rich, diverse community that you don't really see when you walk around," Escobar said. "But when you start to talk to people (you realize) 'Wow you have such a diverse community.' We need to see it more."

And the task force picked up on that last idea, saying food from different cultures could complement an artistic showcase. Local artist Toni Avery also mentioned that finding ways to better engage local artists would be beneficial. She also said an event that combines multiple kinds of art, such as poetry and paintings, would be attractive.

"It's (a poem) a great way to lead people into the artwork and see things differently," she said.

The task force also discussed the lack of a distinctive downtown in Wilsonville that could serve as a hub for art. Wilsonville resident Dick Spence felt that Town Center could serve as that venue once it's redeveloped. This process, though, could take decades.

"(A primary challenge is) this lack of a focal point, a central point even in the community. Especially for arts and culture, 'Where do we go. Where is it?' said Bill Flood, a consultant the city hired to assist with this project.

Flood said local parks and the Wilsonville Public Library were the most common responses when asked about cultural assets in town in a survey the city is conducting.

He also noted that some respondents said there is no culture in Wilsonville and a few said that minority communities are viewed poorly. Flood said the city would keep the survey open until the first week of August.

Flood and the city also conducted a survey of other jurisdictions about how they facilitate arts and culture. Responses varied significantly, with some cities spending nothing and others spending hundreds of thousands of dollars or as much as \$1.5 million per year.

Flood also mentioned that Vancouver was gearing up to pass a tax on movie theater admissions to fund arts and culture programming, but tabled the initiative after the COVID-19 pandemic struck. And all 11 cities that responded had some kind of citizens advisory committee, with five of them being appointed by the council or city manager. The city is hoping to form a committee to organize arts and culture groups in town through this project.

The next task force meeting will take place Aug. 25. The city is also holding a meeting 7-8 p.m. Monday, Aug. 3, for Latinx community members to discuss how they would like to see the city's arts and culture scene change, and some of the barriers to involvement.

For more information on the project, visit [bit.ly/32Qdiaj](https://bit.ly/32Qdiaj).

## Wilsonville arts and culture task force gets to work

By Corey Buchanan, Wilsonville Spokesman

Thursday, June 25, 2020

<https://pamplinmedia.com/wsp/134-news/471495-381474-wilsonville-arts-and-culture-task-force-gets-to-work>

**The group discusses informal culture and how to ensure public involvement during process to finalize an arts and culture strategy**



COURTESY PHOTO: WL-WV SCHOOL DISTRICT - The city of Wilsonville is assessing how the development of a new performing arts center at Wilsonville High School could affect its own plans to enhance arts and culture in town.

The city of Wilsonville's newly created task force to advise strategies for improving arts and culture in town met for the first time Wednesday, June 24. The meeting mostly consisted of introductions and an outline of the work to be done rather than strategic nuts and bolts, but a few notable tidbits were addressed.

Public Affairs Director Mark Ottenad said the survey work the city conducted in 2018 to inform the arts and culture strategy was insufficient, which is why it is conducting two new surveys.

The cultural assets inventory survey will ask residents about current cultural offerings in town, and a municipal cultural survey will ask representatives from other cities and organizations how they buoyed arts and culture in their communities.

Another reason for further examination, Ottenad said, was the passage of the 2019 West Linn-Wilsonville School District bond measure that includes a project to build a new performing arts center at Wilsonville High School.

The city had identified fostering the development of its own performing arts center as a possibility in the initial phase of the project. It's yet to be determined whether the school district's facility reduces the likelihood that the city would invest in another facility, Ottenad said.

And the public affairs director said the municipal survey will help stakeholders better assess this project.

"How do you fund the capital expenditures if you have a facility? How do you fund the operational cost, manage it, organize it?" Ottenad said in an interview. "Phase 1 (of the project) revealed a lot of questions around these core issues."

Bill Flood, the consultant recently hired by the city to facilitate this plan, said that both formal and informal art are important components of cultural vibrancy and that he didn't have a feel yet for the informal scene in Wilsonville.

"This (the cultural assets survey) isn't just a survey to identify nonprofit organizations in town, even though they are a super important part of arts and culture ecology, but more deeply to figure out what makes Wilsonville special around what I call informal culture," he said. "On city websites I couldn't get a sense of local culture in Wilsonville."

Flood added that where people hang out, what kinds of music they play and what languages they speak are part of an informal cultural makeup.

The city is planning to form a number of committees through this process including a Steering Committee, a Youth Advisory Committee, an Arts Cultural Assets Inventory Committee, a Humanities/Literary Arts Cultural Assets Inventory Committee and a Heritage/History Cultural Assets Inventory Committee. All of these groups will help inform the overall strategy.

"Drawn from the task force, a smaller core steering committee provides more specific, immediate feedback to the staff and consultant during strategy development," the meeting packet reads.

During the meeting, a few task force members discussed the importance and potential challenges associated with ensuring that youth play a role in the process.

Wilsonville High art teacher Angenette Escobar was optimistic that youth would want to participate, referencing popular cultural events at the school including the Day of the Dead celebration.

"I feel like there is going to be no problem to get youth to meaningfully engage in our city especially when it comes to art and culture. This is high on their minds and they really want to be involved," she said.

One task force member was worried only people who already are immersed in art in town will complete the cultural assets inventory survey, which could skew the overall results.

Ottenad said the city could post weekly questions on the Let's Talk Wilsonville website and email the questions to the hundreds of people who are registered to the site.

Members also wanted staff to make sure online surveys were available in Spanish so that Spanish speakers could more easily participate. Ottenad said this idea could be challenging from a technical standpoint but said staff would look into it.

The task force will meet again July 21 and Aug. 25 and Ottenad said the cultural assets inventory survey would be released by next week.

## Arts and culture task force to meet starting Wednesday

By Corey Buchanan, Wilsonville Spokesman

Tuesday, June 23, 2020

<https://pamplinmedia.com/wsp/134-news/471220-381302-arts-and-culture-task-force-to-meet-starting-wednesday>

**The city of Wilsonville task force is made up of 27 members, some of whom represent local groups**



PMG FILE PHOTO - WilsonvilleSTAGE is one of the groups represented on the task force.

The city of Wilsonville's task force to enhance arts and culture in town is beginning deliberations from 3-4:30 p.m. Wednesday, June 24. The group, composed of 27 members, will also meet July 21 and Aug. 25.

Task force members run the gamut of arts and culture in town, representing organizations like the Charbonneau Arts Association (Eric Hoem), the Wilsonville Festival of Arts (Benjamin Medford), WilsonvilleSTAGE (Dave Niklas) and the Wilsonville Arts and Culture Council (Kit Whitaker). It also includes city employees like Wilsonville Public Library Director Pat Duke and South Metro Area Regional Transit Director Dwight Brashear, Wilsonville Community Seniors President Donna Atkinson, Wilsonville-Boones Ferry Historical Society President Steve Van Wechel and others.

"The City received an overwhelming response for participation in the Arts, Culture and Heritage Strategy, which is a City Council 2019-21 goal," Wilsonville City Manager Bryan Cosgrove said in a press release. "We are fortunate to be able to impanel a high-quality stakeholder group of community members with a strong interest in developing and promoting arts, culture and heritage in Wilsonville."

During meetings, the group will help provide feedback and guidance to the city as it completes its Arts, Culture and Heritage Strategy, which outlines objectives for improving arts and culture in Wilsonville such as adding a youth advisory group and a committee to organize arts and culture locally.

## City of Wilsonville is forming arts and culture task force

By Corey Buchanan, Wilsonville Spokesman

Thursday, June 11, 2020

<https://pamplinmedia.com/wsp/134-news/469941-380381-city-of-wilsonville-is-forming-arts-and-culture-task-force>

### Applicants are being sought to help boost financial and community support



PMG PHOTO: JAIME VALDEZ - Jess Daniels of Happy Valley looks at the artwork in the Student Art and Design section of the 2019 Wilsonville Festival of Arts.

The city of Wilsonville is creating a task force to guide efforts to enhance arts and culture in town.

The Arts, Culture and Heritage Strategy Task Force, which will include between 20 and 25 members, will convene for three to four months from June to September.

The task force will help complete the Arts, Culture and Heritage Strategy the city began working on in 2018. Some ideas established during the first phase of this process included facilitating the development of a multi-use facility that could include a space for performing arts (this project was shelved due to the COVID-19 pandemic), forming an Arts and Culture Commission designed to organize various artistic groups, creating a staff position that would work with tourism and cultural groups, and finding ways to fund large investments in arts and culture.

"Phase two of Arts, Culture and Heritage Strategy (ACHS) now benefits by recognizing and dealing with these significant realities that have come to pass, especially the COVID-19 pandemic. A key focus for the ACHS is cultivating greater community support and organizational capacity that results in a more sustainable, long-term set of programs advancing arts, culture and heritage," the city news release announcing the task force reads.

To apply for the task force, visit [ci.wilsonville.or.us/administration/webform/arts-culture-and-heritage-strategy-interested-parties-and-task-force](https://ci.wilsonville.or.us/administration/webform/arts-culture-and-heritage-strategy-interested-parties-and-task-force).

## Community Arts, Culture Meeting This Week

The city and Clackamas County Arts Alliance are collaborating to develop a public investment strategy for arts, heritage and culture.

Patch - By [Press Release Desk, News Partner](#)

Oct 23, 2018 9:45 am PT | Updated Oct 23, 2018 10:45 am PT

<https://patch.com/oregon/wilsonville/community-arts-culture-meeting-week>



**From The City of Wilsonville:** The City of Wilsonville and the Clackamas County Arts Alliance are hosting a Arts, Heritage & Culture Community Meeting on Monday, Oct. 29, 6-9 pm, at the Wilsonville Public Library, 8200 SW Wilsonville Road.

The City and Arts Alliance, which are collaborating to develop a public investment strategy for arts, heritage and culture, seek to hear from community stakeholders with an interest in advancing arts and cultural programming for Wilsonville.

The project aims to develop a strategic plan for public investment in Wilsonville arts and culture, to determine an appropriate level of community support for artistic and cultural activities and to create tactics for developing resources to advance community support.

The project was developed in response to citizen concerns regarding the capacity of local nonprofits that sponsor arts, culture and heritage programs and events, especially as long-time or aging organizational leaders seek new community members engagement.

Funding for the project, which is being managed by Taylor Consulting, originated from the Wilsonville-Metro Community Enhancement Program.

In addition to the public meeting, the project involves interviews with community leaders, undertaking a public survey, consultation with arts & culture and tourism organizations, and research of survey results and potential resources.

"A vibrant community with a high residential quality of life, visitor amenities and business development opportunities is accompanied by cultural activities and events," Wilsonville Mayor Tim Knapp said. "Our city is poised for great success with a public investment strategy for arts, heritage and culture that engages community stakeholders and area residents."

A potential public investment strategy for arts, heritage and culture for Wilsonville may serve as a blueprint for other communities in the county, according to the Clackamas County Arts Alliance.

For more information, contact Mark Ottenad, City Public/Government Affairs Director, at [503-570-1505](tel:503-570-1505), [ottenad@ci.wilsonville.or.us](mailto:ottenad@ci.wilsonville.or.us); or Cheryl Snow, Executive Director, Clackamas County Arts Alliance, at [503-720-0662](tel:503-720-0662), [Cheryl@clackamasartsalliance.org](mailto:Cheryl@clackamasartsalliance.org).