



Ellensburg Arts Commission Agenda

Regular Meeting

Thursday, January 14, 2021 4:00 pm

ZOOM Link

Call To Order – Attendance/excused absence requests

Welcome Guests

Approve Agenda

Citizen Comment on Non-Agenda Items (limit to three (3) minutes each)

Guest Speaker/Presenter/Correspondence

1. Amy McGuffin- Chamber update
2. Brad Case- Parks/Rec vision for Rotary Pavilion and how best to partner with the Arts Commission
3. Taylor Castillo- EDA 2021 goals around the arts and the artist in our community
4. Kirsten Sackett - Community Development update

Minutes Approval December 10, 2020

Budget/Financial Report-

New Business

Old Business

1. Bus Shelters Update – Alex
2. Website Contract Services - Cassandra
3. Public Art calls update, Rotary Park and 11th Shelter-Monica
4. February Retreat Feb. 25

Subcommittee Business

1. Funding – Jerry, Cassandra
2. Public Art – Monica, Jerry, Alex
3. Advocacy/Public Relations – Monica, Cassandra, Brian
4. Art Walk – 2021 First Fridays - Laura

Unscheduled Business

Announcements

Next Meeting will be held: February 11, 2021

Commissioners: Alex Eyre (Chair), Monica Miller (Vice Chair), Laura Bobovski, Cassandra Town, Jerry Dougherty, Brian Kooser



ELLENSBURG ARTS COMMISSION MINUTES
December 10, 2020 4:00pm
ZOOM Call

Commissioners Present: Laura Bobovski, Alex Eyre, Monica Miller, Jerry Dougherty, Cassandra Town, Brian Kooser

Commissioners/Others Absent: None

Others Present: Staff Liaisons Josephine Camarillo, Council Liaison Tristen Lamb

Call to Order: Chair Eyre called the meeting to order at 4:02pm

Guests: None

Approval of Agenda: Motion made by Miller to accept amended agenda of adding website changes, public art calls and retreat to Old Business. Seconded by Eyre. Motion passed.

Citizen Comment on Non-Agenda Items – None

Guest Speaker/Presenter/Correspondence – Inquiry from Marie Marshawn regarding Poet Laureate. She would like to be considered for 2021 Poet Laureate.

Approval of Minutes from November 12, 2020 and November 19, 2020: Town motioned to accept minutes from November 12 and 19. Seconded by Dougherty. Approved.

Budget/Financial Report: Current spending plan presented and discussed. 2021 DRAFT spending plan presented and discussed. 2021 spending plan to be finalized at Board Retreat.

New Business – None

Old Business

1. Bus shelter art- Artists still need to submit a higher resolution of their artwork. Alex will contact each artist to help resubmit. Bus shelter art will be placed via randomizer program to avoid any favoritism with location of art. 2020 special call bus shelter will be located at 209 N. Ruby St.
Motion made by Eyre to present bus shelter art location map recommendation to Council. Seconded by Town. Motion passed.
2. Website changes and updates- Town submitted to commission suggested website changes. Website is an important tool to communicate current information. Staff will inquire with City Finance Dept. to possibly contract out independent web designer.
Motion made by Miller to create a website to promote and foster the arts in Ellensburg, independent from City website with an allowance up to \$5000 from 2021 budget. Seconded by Town. Motion passed.
Motion made by Town for Commission to open a FaceBook page subject to approval of the City Manager. Eyre seconded. Motion passed.
3. Public Art calls for Rotary Park and 11th Bus Shelter Call- no submissions yet for Rotary Park Art Call. 11th Bus Shelter call status ready for posting with adjusted submission dates to Feb. 8, 2021, with artist notification by March 2, 2021. March/April installation.
4. February Retreat Date – Feb 25 3pm-5pm, need ideas/concepts for the next 3 years.
Agenda will include:
 - a. Cultural Plan
 - b. Donna Nylander Archive

Subcommittee Business

1. Funding – Town and Dougherty will look into grants, help accrue funding from other sources. Town reported on Grant Writing workshop she attended.
2. Public Art – Commission would like to invite Brad to next meeting to discuss call for Art for the public park. Need to create a process for street and sidewalk temporary murals. We currently don't have one. Update, skate park will not be moved, Jason will need to resubmit his project and would need to bring art proposal back to EAC then it will go to Council. Eyre will follow-up with him.
3. Advocacy/Public Relations – committee met and suggests commissioners write letters to editor to further promote the Arts Commission and art related activities in Ellensburg.
4. Art Walk – Currently not allowed to promote 1st Friday event but can promote venue. Commission interested in creating a 1 hour podcast walking tour of the downtown art. Schlanger did one with his class. Storytellers/performers could possibly do it.

Motion made by Miller for Commission to fund Ellensburg Community Radio up to \$500 to create a walking art tour podcast (60min) of the arts in downtown Ellensburg for Feb 1, 2021. Seconded by Town. Motion passed.

Unscheduled Business

None

Announcements

Adjourned Chair adjourned the meeting at 5:41pm.

Next Meeting: January 14, 2021

Drafted: 12/10/2020

Approved:

Respectfully submitted by: Josephine Camarillo, Staff



Cassandra Town <town.cass@gmail.com>

EAC Website Proposal from TJonesWeb

1 message

Tory Jones <tjones@tjonesweb.com>
To: Cassandra Town <town.cass@gmail.com>

Fri, Jan 8, 2021 at 2:07 PM

Hi Cassandra,

My name is Tory Jones and I am the owner of TJonesWeb.com. Thank you for contacting me regarding the Ellensburg Arts Commission website project. Attached is a proposal based on the parameters you outlined.

Below are links to a couple of projects I have completed that are set up to allow the client to do their own updates/edits:

<http://kittitascountytrading.com/>

<https://kurtnmarina.com/resort/>

I look forward to hearing from you.

Thanks again,

Tory Jones

TJonesWeb.com
Custom Web & Mobile Design
PO Box 1813
Ellensburg, WA 98926

(509) 306-0342 :: office
(206) 399-6274 :: mobile
<http://tjonesweb.com>

From: Cassandra Town [mailto:town.cass@gmail.com]
Sent: Friday, December 18, 2020 12:52 PM
To: info-plz@tjonesweb.com
Subject: Contact Form from TJonesWeb.com



PROPOSAL / ESTIMATE

Ellensburg Arts Commission

Website Design and Development

About TJonesWeb.com

TJonesWeb.com is a web design firm located in Ellensburg, Washington. We have experience designing and developing responsive, W3 and ADA compliant websites; optimizing images and video for use on the internet; and creating search engine optimized web pages with an emphasis on usability.

Project Overview

This proposal is for the Ellensburg Arts Commission, hereafter referred to as the client. The intent of this project is to create a website that is user friendly and which allows the client to update/edit the website in real-time in order to promote calls for art, grant opportunities, Etc.

Site Map

The site will consist of six to nine pages including, but not limited to Home/About, Programs/Focus Areas, Calls & Grants, First Friday Artwalk, Public Art Policy, and Contact pages.

Features

The build will include: the capability for the client to add and edit content, downloadable form/forms, and an online contact form.

Site Description

Each content page will include a header, navigation menu, content area, and footer.

- The header will contain appropriate branding information.
- The navigation menu will include hyperlinks to all of the website pages.
- The site content will consist of text, images, downloadable forms, and a contact form.
- The footer will include copyright information.

Site Design

1. The first stage of the design phase consists of the creation of three unique, flat comps of possible site designs/layouts for the home page.
 - a. The client will choose one design to move forward with.
 - b. During the initial design phase up to two rounds of revisions may be made to the basic design/layout chosen by the client.
2. Internal site pages will reflect the design of the home page.

Note: The bulk of design and layout decisions should be finalized during the design phase of the project.

Site Development

- The website development will include responsive design that allows for optimized viewing on desktop, laptop, tablet, and phone devices.
- The site will be developed according to the latest W3 Web standards using HTML & PHP in conjunction with CSS.
- The site pages will be optimized for search engines via the use of appropriate titles, keywords in text, as well as meta tags.

Content

All content for the site will be provided by the client including:

- Text/Copy (Copy may be rewritten by TJonesWeb for clarity and keyword emphasis.)
- Images

Stock Photography / Icons

There may be a need for the use of stock photography which includes stock icons. Stock photography is an extra expense and if the use of stock photography is indicated the designer will inform the client of the cost and request approval before use.

Web Hosting

Web Hosting will be provided by TJonesWeb.com at a rate of \$119.40/year. (We ask that clients pay through the end of the first year and then for a year at a time.)

Timeline

Barring unforeseen delays, the project should be deliverable within four to six weeks of the start date.

Alterations and Revisions

Work not described in this proposal, including but not limited to extra revisions, corrections, alterations and additional proofs, will be billed as an additional cost at the hourly labor rate of \$50.00/hour.

Project Cost

The estimated cost of the project based on the specifications outlined:

- Website Design and Development = \$2,250 - \$2,750
- Web Hosting = \$119.40

Total estimated cost = \$2,369.40 - \$2,869.40

Site Maintenance and Updates

TJonesWeb.com will be available to help with site maintenance and updates at an hourly labor rate of \$50.00/hour with a 15 minute minimum charge.



January 6, 2021

Cassandra Town
Ellensburg Arts Commission
Ellensburg, Washington

Dear Casandra,

I am pleased to submit an estimate for the creation of the new Ellensburg Arts Commission website. The estimate includes the development of a new website that your organization will be able to update via the industry standard Wordpress content management system. From initial consultation and strategy, to information architecture, design and programming, the focus will be on creating a user friendly experience and a responsive site that functions well across mobile, tablet, and desktop devices.

Overall structure of your website may include, but is not limited to:

- Home page
- About us
- News and updates
- Programs
- Calls and grants
- First Friday Artwalk
- Public art
- Resources

We will provide consultation throughout the pre-planning process, and when possible, will assist with content gathering and organizing, however, it is expected that when and where appropriate, you will supply us with all written content, images, and logos.

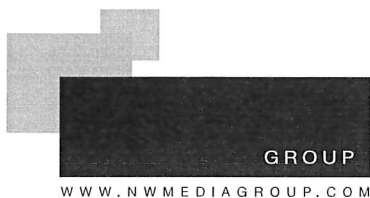
NW Media is a proud long-time supporter of the arts in Ellensburg, and as such we are pleased to offer a 25% discount on our commercial rate (\$60 vs \$80).

Thank you for your consideration of our proposal. Please don't hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Justin Beckman', with a long, sweeping horizontal line extending to the right.

Justin Beckman
justin@nwmediagroup.com
C: 509-306-9302



January 6, 2021

Billed To
City of Ellensburg
501 N. Anderson Street
Ellensburg, Washington
98926
United States

Estimate Date
01/06/2021

Estimate Number
0001211

Reference
EAC Website

Description	Rate	Qty	Line Total
Web Consulting Pre-planning and consulting. Strategy for content gathering, organizing and information architecture.	\$60.00	6	\$360.00
Web Design Develop style guide (colors and typography). Page structure and layout.	\$60.00	16	\$960.00
Web Design Edits and revisions based on client feedback.	\$60.00	6	\$360.00
Wordpress Integration Implement new designs and content into Wordpress theme	\$60.00	20	\$1,200.00
Debug and Troubleshooting Hosting configuration, troubleshooting and launch.	\$60.00	4	\$240.00
Subtotal			3,120.00
Tax			0.00
Estimate Total (USD)			\$3,120.00

Notes

I would also suggest budgeting (3) hours per year (\$180) for an annual "check-up" for updates and review of the components to make sure everything is functioning correctly.