



CITY OF OREGON CITY ARTS COMMISSION AGENDA

**Willamette Falls Studios, 1101 Jackson Street, Oregon City, OR 97045
Thursday, February 27, 2025 at 6:15 PM**

Ways to participate in this public meeting:

- *Attend in person, location listed above. Please see the public comment guidelines below.*
- *Attend the livestream of the meeting on the City's YouTube Channel:*

<https://www.youtube.com/user/CityofOregonCity>

- *Register to provide electronic testimony (email agriffin@orccity.org or call 503-974-5517 (1588) by 3:00 PM on the day of the meeting to register)*
- *Email agriffin@orccity.org (deadline to submit written testimony via email is 3:00 PM on the day of the meeting)*
- *Mail to City of Oregon City, Attn: City Recorder, P.O. Box 3040, Oregon City, OR 97045*

- 1. CALL TO ORDER AND ROLL CALL**
- 2. WELCOME / GROUP INTRODUCTIONS**
- 3. ADOPTION OF THE AGENDA**
- 4. DISCUSSION ITEMS**
 - 2025 Priorities
 - Arts Commission Grant
 - Arts Commission Work Group(s)
 - Arts Commission Website / MOU
- 5. ADJOURNMENT**

PUBLIC COMMENT GUIDELINES

Complete a Comment Card prior to the meeting and submit it to the clerk. When the Chair calls your name, proceed to the speaker table, and state your name and city of residence. Each speaker is given 3 minutes to speak. As a general practice, the committee does not engage in discussion with those making comments. Complaints shall be addressed at the department level prior to addressing the committee.

ADA NOTICE

The location is ADA accessible. Hearing devices may be requested from the City Recorder prior to the meeting. Individuals requiring other assistance must make their request known 48 hours preceding the meeting by contacting the City Recorder's Office at 503-657-0891.

Agenda Posted at City Hall, Pioneer Community Center, Library, City Website.

Video Streaming & Broadcasts: The meeting is streamed live on the [Oregon City's website](#) and available on demand following the meeting. The meeting can be viewed on Willamette Falls Television channel 28 for Oregon City area residents as a rebroadcast. Please contact WFMC at 503-650-0275 for a programming schedule.

MEMORANDUM

DATE: February 14, 2025

TO: Josh Planton, Chair
Oregon City Arts Commission

FROM: James N. Graham, Manager
Oregon City Economic Development Department

Jarrod Lyman, Manager
Oregon City Communications

Michael Dobaj, Director
Oregon City Information Technology Department

SUBJECT: City's Communications and Information Technology Protocols for the Arts Commission

This document represents an agreement of understanding between the Oregon City Arts Commission ("Arts Commission"), the Oregon City Information Technology Department ("IT"), the Oregon City Communication Division ("CCD") and the Oregon City Economic Development Department ("Ec. Dev."), (together the "Parties"). The Parties agree as follows:

BACKGROUND

The Arts Commission seeks to have more control, management and input over its marketing and promotional activities to fulfil its mission to promote the arts in Oregon City. The Arts Commission considers the current arrangement of going through several channels to promote the Arts as stifling its ability to fulfill its mission. It seeks to exercise its objective by establishing its own website and attaining timely responses to its requests to promote its activities via the City's social media assets.

The Economic Development Department supports the Arts Commission to promote and nurture the arts in all of its forms to a broad spectrum of the community, but the Arts Commission must adhere to the City communications and City's information technology protocols.

The CCD seeks to maintain the City's branding standards and professional communications decorum. Further, the IT Department is charged with managing the City's electronic communication assets, protecting/controlling the City's electronic information systems.

TERMS AND CONDITIONS

To afford the Arts Commission more flexibility with regard to its promotional activities of the Arts, the following terms are agreed:

- A. The Arts Commission will be permitted to create its own separate and self-administered website apart from the City's official website.
- B. The City will maintain its current official website page of the Arts Commission but all website traffic for the Arts Commission will be initially directed to visit the City's official website page. Visitors to the City's official website will be able to click on various links that will redirect them to the Art Commission's self-administered website.
- C. To exercise the agreed terms, the City will require adherence to the following conditions:
 - 1. The City's IT Department will acquire the domain name, "OCArtsCommission.com." The Arts Commission will reimburse The City's IT Department for the domain name. IT will retain ownership of the domain name. Domain renewal costs will be the responsibility of the Arts Commission. The cost of any software add-ons such as adobe and others will be the responsibility of Arts Commission.
 - 2. The Arts Commission will have full control over its self-administered website host and all Domain Names Services ("DNS"). If this contract is terminated, the Arts Commission will provide the IT with all information, including all administrative usernames and passwords, related to webhost and DNS within a timeframe not to exceed one (1) month from the date of the termination date.
 - 3. The Arts Commission will inform IT of DNS name servers or any change to the DNS name servers so that IT can update the appropriate records in the IT's Registrar.
 - 4. The Arts Commission will not purchase or use any other domain name other than "OCArtsCommisson.com."
 - 5. The Arts Commission agrees that IT and the City of Oregon City are not responsible or accountable for any website issues related to DNS, website, or website hosting Services.
 - 6. The Arts Commission agrees to adhere to the Style Guide and Brand Guidelines promulgated by the City's Communication Division, which is attached and is considered an integral part of this document.
 - 7. The Arts Commission acknowledges that as part of Oregon City Municipal Government, it will not engage in posting any political or societal commentary on its self-administered website or social media outlets.

D. The City may terminate this agreement at any time and in its sole discretion by providing the Arts Commission with thirty (30) calendar day advance notice.

Therefore, it is agreed by all Parties that the aforementioned terms and conditions will be followed and adhered to and will become effective on March 1, 2025:

OREGON CITY

OREGON CITY ARTS COMMISSION

James N. Graham
Economic Development Manager
Oregon City Economic Development Department

Josh Planton, Chair

Jarrold Lyman
Communications Manager
Oregon City Communications

Michael Dobaj
IT Director
Oregon City Information Technology Department

Style Guide and Brand Guidelines

VOICE & VISUAL IDENTITY



Our city's brand encompasses everything from the way we answer the phone and the tone of our voice, to the use of the city logo or the good feeling visitors have when visiting the elevator. The full experience of a person in relation to Oregon City is part of the brand.

With the goal to effectively communicate with our various audiences, we pay careful attention to established themes and visual language (e.g. logo, colors, fonts, messaging style, et cetera). This is one key facet of a total brand. This attention to detail helps cut through today's communication clutter.

Writing Style

BRAND VOICE

A brand voice helps define the mood of a particular entity. As a government agency we want to be positive and professional but also speak in a way that is conversational and inclusive. With this in mind we have created general guidelines on how we write and speak in our roles representing the city.

Writing Style

The Mayor and Commissioners

- Reference the Mayor by writing Mayor (First and Last Name) on the first reference in a particular document. All other references afterwards should include Mayor followed by the last name only.
- Address the Commissioners by “Commissioner”, followed by their first and last name on the first reference. For all subsequent references, use “Commissioner (*Last Name*)”.
 - For example: Commissioner John Smith, Commissioner Jane Doe
 - For example: Mayor Smith, Mayor Doe
 - Example sentence: Commissioner John Smith and Mayor Jane Doe both supported the proposal to enhance traffic calming by installing speed bumps.

Directors and Managers

- Reference the director or manager by first stating their first and last name, followed by their title (*First name Last Name, City Manager*)
 - Example: John Smith, Community Development Coordinator.

Front Line Staff

- There are options with front line staff. As some titles aren’t department specific or just long in nature, titles or departments can be used interchangeably.
 - Example: Jenny Ral, Administrative Assistant or Jenny Ral with the Public Works Department.

Departments

Administrative Department

City Manager
City Recorder
Communications Manager
Facility Maintenance

Community Development

Building Division
Planning Division

Economic Development

Tourism

Finance Department

Accounts Payable
Utility Billing
Municipal Court

Information Technology (IT)

Geographic Information Systems (GIS)

Human Resources

Oregon City Public Library

Parks and Recreation

Aquatics and Recreation
Ermatinger House
Pioneer Community Center
Cemetery and Parks

Police Department

Code Enforcement

Public Works

Engineering
Operations

Writing Style

Referring to the Oregon City URL

When referring to the general Oregon City website, use www.orcity.org. Be sure to include the “www” as the site will not load if an internal user doesn’t include those in the address bar.

If you are referring to specific internal pages, format the URL like [www.orcity.org/\(insert name of page\)](http://www.orcity.org/(insert name of page))

- For example: Information about this project can be located at www.orcity.org/finance
- If you would like a more simple URL than the site has, reach out to Communications to ask for a redirect that may be able to create a cleaner, more user-friendly URL.

Writing Phone Numbers

When writing telephone numbers, write them as follows:

(503)-444-1234

(888)-444-1234

How to refer to Boards and Committees

When referring to boards and committees in writing, always write the full name of the board or committee when it is first addressed and include the proper acronym in parenthesis after. After that, the board or committee may always be identified with its proper acronym.

Examples:

- Citizen Involvement Committee (CIC)
- Historic Review Board (HRB)
- Natural Resources Committee (NRC)
- Parks and Recreation Advisory Committee (PRAC)

- Transportation Advisory Committee (TAC)
- Urban Renewal Commission (URC)
- City Commission Budget Committee (CCBC)
- Urban Renewal Budget Committee (URBC)
- Library Board (LB)
- Enhancement Grant Program Committee (EGPC)
- Youth Advisory Commission

Commonly Misspelled Address Names in Oregon City

Maplelane Road

Abernethy Street

Warner Parrott Road

Rosebery Avenue

South End Road, not S. End

Beavercreek Road, not Beaver Creek Road

Minuet Court

Mountainview Street, not Mt. View

Holcomb Boulevard

Oaktree Terrace, not Oak Tree Terrace

Leland Road

Clairmont Way

Caufield Road

Writing Style

Voice & Tone

The “voice” of communications has flexibility depending on the topic of the communication, and the medium in which it is conveyed. Communications for fun public events, positive announcements, and other lighthearted messaging can be conveyed in a friendly, conversational manner on flyers, social media etc. Conversely, more serious information or information conveyed in press releases or other formal media should be written in a professional, straightforward manner.

Punctuation and Formatting

City communications will use the “Oxford Comma” (comma after all items in a list, including the last item prior to “and”) unless in a press release or other document that follows AP Format.

- Do NOT use a double space after periods.
- Dates should be written following AP format:
Months of Jan. Feb. Aug. Sept. Oct. Nov. Dec. abbreviated. No “st, rd or th” after the numerals.
Jan. 3, 1983. April 15, 2024. etc.
- If an event is taking place in the current year, there is no need to include the year following the month and day.
- City is always capitalized when referencing Oregon City. Ex: “The City will be accepting applications until June 2.”
- Times will follow AP format. Use the first numeral, without extra zeros, followed by a space and periods after a.m. and p.m. Example: 7 p.m. 9:30 a.m.
- When sharing the City’s website, always include the “www” in the URL. Entering the URL without the “www” will result in the page failing to load, so it’s critical that we share the full URL in our communications.

Words and Phrases

As Oregon City is a diverse community, it is important to use words and phrases that are inclusive. Instead of “citizens”, use alternatives like residents, community members, stakeholders etc.

Avoid the use of jargon, acronyms and industry terms unless it is well defined in the first reference.

Try to use gender-neutral words and phrases and possible and appropriate.

Examples:

- Chairperson instead of Chairman
- “Folks” or “everyone” instead of guys, gals etc.
- “They” instead of “he/she” “If someone has a question, they should contact...” instead of ... “he/she should contact...”

Brand Colors

LOGO COLORS AND FONTS



PANTONE	7499C	1225C	279C	292C	
RGB	245 240 197	255 212 120	81 144 205	120 189 232	37 39 75
CMYK	4 2 27 0	0 17 62 0	68 34 0 0	49 11 0 0	93 89 41 40
HEX	F4F0C6	FFD478	5190CD	78BDE8	26264b

OREGON
CITY

Aptos

FONT USED IN CITY LOGO IS Rockwell Bold

Used in headlines, titles and subheaders.

Secondary font is Widy.
Used in headlines, titles and subheaders alternating with Rockwell bold. (The font should be on your system Ask IT if it isn't.)

Regular text
The fonts should be installed on your system. If for some reason they are not, reach out to IT for assistance.

Franklin Gothic is a suitable substitute when Aptos isn't available.

Logo Family

LOGO USE

The City's logo is the most identifiable aspect of its branding and can help quickly identify a communication as coming from the City. As such, logo use should always follow the set guidelines. The logo should be clearly visible when used. When used on a communication with the logos from other entities, it should be the most prominent. This is to make clear that the communication is coming from the City, and the others are partners. All logos can be found on the Intranet [here](#).

APPROVED LOGOS



PRIMARY LOGO

This logo should be the first logo used. All other logos should be used only if necessary. Approved clearspace around logo is also a key component to displaying the logo correctly. We don't want to crowd the logo into small spaces as it gives it the wrong hierarchy of importance.



PRIMARY INVERTED LOGO

This logo works well when passing along the logo to a third party. It tends to be less likely to be used incorrectly because the entire mark is contained within a black field. Both this logo and the logo above work well in smaller vertically-oriented spaces.



SIDE-STACKED LOGO

As vertical space becomes more constrained the side-stacked logo may be necessary to maintain readability.



DEPARTMENT LOGOS

When appropriate, department logos may be used. They are adapted from the Side-Stacked logo, and come in both standard and inverted format.

Logo Family

BLACK AND WHITE VERSIONS



PRIMARY LOGO

In some rare occasions a single color black and white logo is necessary. The same rules apply for usage and clearspace. This logo should be the first logo used. All other logos should be used only if necessary.



PRIMARY INVERTED LOGO

This logo works well when passing along the logo to a third party. It tends to be less likely to be used incorrectly because the entire mark is contained within a black field. Both this logo and the logo above work well in smaller vertically-oriented spaces.



SIDE-STACKED LOGO

As vertical space becomes more constrained the Side-stacked logo maybe be necessary to maintain readability.



HORIZONTAL LOGO

Under certain conditions a fully horizontal logo may be required. This logo is particularly unique in the fact that the Word, "CITY" has been changed to Helvetica Neue 53 Extended which is a slightly lighter weight than the extended medium used on the other logo configurations.

Logo Usage

CLEARSPACE

Clearspace is important to maintain the impact of the Oregon City logo. the area around the logo varies based on which logo you are using but in every case helps to create a strong impression for the brand.

CLEARSPACE AROUND
LOGO = $\frac{1}{4}$ OF



CLEARSPACE AROUND
LOGO = $\frac{1}{4}$ OF



In the main stacked version of the logo, the height of each row of text is relative to the height of the bridge arc. Width for "Oregon" is flush with the external edges of the logomark frame, and "City" centered beneath. Width in the inverted style places "Oregon" flush with the INTERNAL edges of the host frame.

CLEARSPACE AROUND
LOGO = $\frac{1}{4}$ OF



Text in the side-stacked logo is arranged in equal thirds from the base of the logomark to the top of the elevator. The side -stack logo also uses a lateral divider which follows the visual line of the bridge span.

CLEARSPACE AROUND
LOGO = WIDTH OF

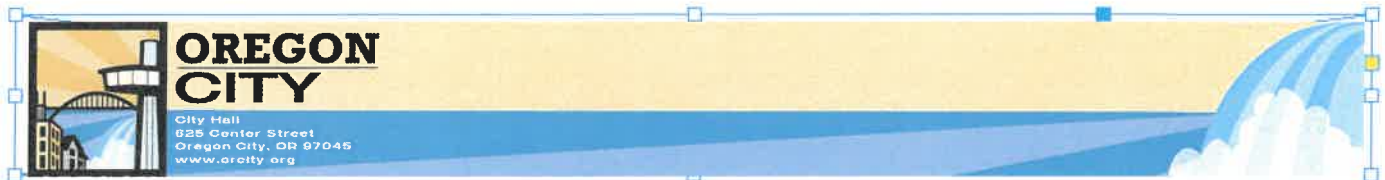


The full horizontal text will be sized and centered with top/bottom clearance equal to the distance from the top of the elevator to the top-most edge of the frame. The crossbar in the G should follow the same visual line as the main bridge span.

NOTE: "City" text is changed from Helvetica Neue Medium Extended to the slightly lighter 53 Extended, external clearance is measured from the top/bottom of the text and the outer edge of the Y descender

Logo Usage

There will be times when using brand colors isn't feasible or doesn't work with the theme of the event. However, making sure that residents understand that this communication is promoting a City-lead event, or initiative, is important. We want residents to know everything the City does for them. In these cases, a graphic has been created to use at the bottom of the flyer, poster etc. It can be resized to fit the format and dimensions of the application. This graphic can be found on the [Intranet site](#).

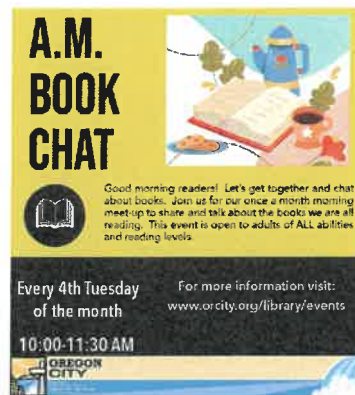


When resizing, be sure to maintain the proper proportions by dragging from the corner. Many applications will keep proportions when you hold *ctrl* while dragging the corners.



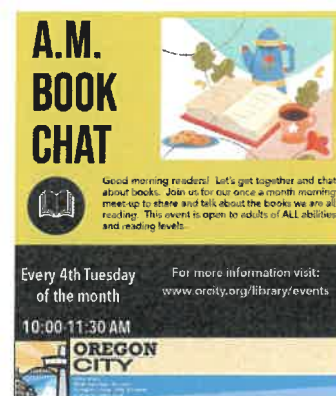
EXAMPLE

Resize the footer so that the whole graphic fits along the bottom.



OPTION 1

Resize the footer so that the whole graphic fits along the bottom.



OPTION 2

Resize the footer so that the logo is larger, cutting off the waterfall graphic to the right.



Logo Issues

DO'S and DONT'S

The city logo marks have been carefully crafted to present a consistent and powerful impression of our city. Use logos only as prescribed on previous pages. If you have any questions feel free to contact the Community Communication Coordinator at the city offices.

DO NOT STRETCH



**OREGON
CITY**

DO NOT CHANGE FONT



**OREGON
CITY**

DO NOT RECOLOR



**OREGON
CITY**

DO NOT ANGLE



**OREGON
CITY**

THIS PARTICULAR
LOGO CANNOT BE
USED DIGITALLY AND
MUST HAVE SPECIAL
PERMISSION



DO NOT



DO NOT



**CITY OF
OREGON CITY**
"PRESERVING OUR PAST,
BUILDING OUR FUTURE"

Logo Use

EMAIL SIGNATURES

One of the most common places where the Oregon City brand appears is in our email signatures. Make sure your signature is consistent with current standards. The template and step-by-step instructions can be found on the [Intranet](#).



First Last (pronouns)
Title - Department
email@orc.city.org
City of Oregon City
PO Box 3040
625 Center Street
Oregon City, Oregon 97045
503-555-5555 Direct phone or Phone & Text
503-555-5555 Mobile
503-555-5555 City phone
503-555-5555 fax
www.orcity.org

PUBLIC RECORDS LAW DISCLOSURE: This e-mail is subject to the State Retention Schedule and may be made available to the public.

Email Signature Information:

Items highlighted in yellow are required to be included in each signature. Items that are not highlighted are optional.

Names should be in Rockwell Bold - Size 12

Titles should be Rockwell Bold - Size 11

All other elements should be Aptos size 9.

Note: If your title doesn't make clear what department you are in, you can add that after the title.

A link to full specifications, as well as a template and instructions, is available on the [Intranet](#).

Links and QR Codes

People have become more familiar with QR codes in recent years, making them a more viable alternative to written out links on printed materials. In order to maintain consistency, and to allow tracking to see what codes are being used, QR codes should be made using the City's Rebrandly account. Reach out to Communications team, or the designated communications person in your department, for help. QR codes should either be black with a white or transparent background. If color is desired, then the use of City-branded colors is permissible, as long as QR code visibility and functionality isn't impacted.

QR codes should only be used on printed materials. If something is going to appear digitally and printed, create a separate version for print that includes the QR code.



Branded links can also be used through the City's Rebrandly account. Again, this will allow for tracking, and a consistent look while also creating URLs that will be easier for residents to remember.

Imagery

USING PHOTOS

Oregon City is a unique community with easily recognizeable landmarks, features, and locations. As such, it is important to use authentic photography and avoid the use of generic stock imagery when possible.

The use of photos is also be encouraged on the City's website to increase aesthetic appeal and prevent the "walls of text" that are common on government sites. This can be intimidating to the user and results in people quickly navigating away from a site before finding the information they need.

A photo library is available on the Intranet [here](#). Any photo in this folder is free to use for any City application.

If you have need for a specific image that doesn't exist, you can request the photo from the Communications Team.

