Vision: Public Art in Lake Oswego fosters a sense of place for our City, it enriches our built and natural environments, encourages economic development, promotes sustainability and provides opportunities for exploration, discovery and delight.

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- Councilor Jeff Gudman
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- Barbara McDonald
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- Joe Buck (City Councilor, LO Business Owner)
- John LaMotte (LO Planning Commission, LO Business Owner, Arts Council Board of Directors)
- Bob Liddell (Public Art Committee Chair, Retired Contractor)
- Megan Phelan (Assistant City Manager)
- Pat Vessely (Arts Council Historian)
- Nancy Nye (Executive Director, Arts Council of Lake Oswego)
- Lori Goldstein (Program Manager, Arts Council of Lake Oswego)
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1. INTRODUCTION

The 2016 Public Art Master Plan was initiated by the Arts Council of Lake Oswego, which is contracted by the City of Lake Oswego to provide public art programming for the community. The Arts Council is responsible for crafting and managing the City’s Public Art Master Plan, which is a guide for the placement of public art throughout Lake Oswego. It addresses the type of public art and potential locations for art such as gateways, business districts, parks and natural areas.

The first Master Plan for Public Art was prepared in 2011. This initial Plan sought to increase fiscal support for the City’s nationally recognized public art program, Gallery Without Walls, and further develop the City’s art collection by leveraging partnership and resources.

While a number of components of the 2011 Master Plan were addressed in the past five years, others have not been accomplished due to lack of funding and shifts in priority areas. The Arts Council has initiated this five-year update of the Plan to address current and future opportunities for public art throughout the City. The Plan includes clearly defined artwork types, specific locations for public art enhancements, and timelines and potential partners for implementing recommended artwork projects.

Art in Lake Oswego:

The history of art in Lake Oswego spans several decades. In the 1960’s a small group of citizens presented their first art exhibit in the Lake Oswego Library. Art became a priority for the City which resulted in the establishment of the Lake Oswego Arts Commission in 1992. Operating as a Commission for the City Council, this group accomplished many wonderful art projects including the creation of the City’s permanent art collection and the first outdoor rotating sculpture exhibit, now known as Lake Oswego’s Gallery Without Walls.

The Lake Oswego Foundation for the Arts was officially established as a 501(c) 3 non-profit organization in March 2000 to promote the visual arts in the community. In 2003, the City contracted with the Foundation to manage its arts programs. This created a more powerful tool to expand arts programming throughout the City. The Foundation’s name was changed to the Arts Council of Lake Oswego in 2009. Today, the Arts Council manages the City’s art collection,
which includes an indoor and outdoor permanent collection as well as a rotating exhibition of outdoor art on-loan from artists.

The Arts Council has a close working relationship with the City of Lake Oswego. This relationship is based on a 3-year contract, funding agreement, Public Art Guidelines, the City’s 1.5% for Art Ordinance, the Downtown Redevelopment Design District Code, Public Art Master Plan and Public Art Committee. The Committee provides art collection maintenance and project review functions for the Arts Council.
2. ARTS COUNCIL PROGRAMS/SERVICES

- **Gallery Without Walls**: The program involves an outdoor sculpture exhibit that includes almost 40 permanent and 30 loaned works of art. The rotating exhibit features on-loan sculptures from artists that are placed for a period of 2 years throughout Downtown Lake Oswego. Permanent artwork in Gallery Without Walls belongs to the City’s art collection and is maintained by the Arts Council. The Arts Council works in partnership with city agencies, local businesses and community members to bring outdoor sculptures to the community. This program is partially funded by the City, with additional funding from sponsorships, memberships and private contributions.

- **Gallery Without Walls - Docent Tours**: The Arts Council offers docent-led tours of the downtown sculpture collection for groups of any size. In addition to the docent tour program, the Arts Council also offers a self-guided walking tour brochure as well as the L.O. Art App that provides an interactive tour experience. The Arts Council supports arts education with free school tours through a partnership with Art Literacy coordinated through the LO School District.

- **Gallery Without Walls - People’s Choice Vote**: The Arts Council administers the city-wide People’s Choice Vote for sculptures in the on-loan Gallery Without Walls collection. The winning sculpture becomes part of the City’s permanent art collection.

- **Neighborhood Public Art Program**: The Arts Council works to relocate selected sculptures to permanent locations throughout the City based on the Public Art Master Plan.

- **Permanent Art Collection**: The Arts Council provides storage, management, maintenance, and records for the City’s permanent indoor and outdoor art collection.


• **Visual Chronicle**: The Arts Council participates in the Lake Oswego Festival of the Arts each summer, through an exhibition chronicling daily life in the City. The Council also manages the selection of an art piece from the exhibition, which is added to the City’s art collection.

• **Plein Air Lake Oswego**: The Arts Council initiated this program in 2014 to provide a city-wide community outdoor painting event. Local and regional artists paint throughout the City to capture outdoor landscapes while residents and visitors watch the process. This event culminates with a month-long exhibition of artwork.

• **510 Museum & ARTspace**: The Arts Council manages and curates art exhibitions in this exhibition space, which functions as a small visual arts center for Lake Oswego. On average, it offers 10 exhibitions a year, each with First Friday receptions, in addition to lectures, demonstrations, and special events.

• **Community Events/Celebrations**: The Arts Council hosts a variety of events to celebrate art in the City, including:
  
  o **Art Mart**: The Arts Council in 2015 initiated a new annual program within the 510 Museum & ARTspace in that accepts donated art works in January and makes them available to the public.

  o **Art in the Garden**: Annual fundraiser in a garden/farm setting featuring local food and participatory artist experiences.
- **Unveil Your Art:** The Arts Council organizes an annual celebration to unveil the new 15 sculptures as part of the Gallery Without Walls rotating collection.
3. MASTER PLAN DEVELOPMENT

Development of the 2016 Public Art Master Plan began with a review of completed projects and initiatives resulting from the 2011 Plan.

Major Accomplishments:

- **Gallery Without Walls:** The Arts Council has increased the number of tours given per year, and the number of participants, along with fiscal support and publicity through local, regional, national, and international publications.

- **Neighborhood Public Art Program:** Several City-owned sculptures have been relocated to neighborhoods outside of Downtown. The Arts Council has continued its partnership with the Neighborhood Enhancement Program to increase the City’s permanent collection and the presence of sculptures throughout Lake Oswego.

- **Gateways, Business Corridors and Parks/Natural Areas:** City-owned sculptures have also been relocated to enhance the Lake Grove Business District and Luscher Farm as a southern entrance to Lake Oswego. The Arts Council successfully raised funds to permanently install Lee Kelly’s *Angkor I* sculpture in Millennium Plaza Park as a signal sculpture to Lakewood Bay and landmark for the City. The permanent installation of the *Totem* sculpture at the Jean Road Fire Station was also completed. A restoration project was initiated to restore and permanently relocate the *Lotus Tower* sculpture after its disassembly from Downtown’s Block 137 and will be completed by the end of 2016.

- **Indoor Art:** The number of acquisitions to the City’s permanent indoor collection was increased along with artwork rotations throughout public buildings. Accessibility to the collection was enhanced through documentation on the Public Art Archive, which is a free, digitally searchable international database. Monthly art exhibitions, First Friday community gatherings, demonstrations, lectures and special events increased through programming and management of 510 Museum & ARTspace that offers City’s only dedicated visual art exhibition space.
Master Plan Committee:
To update the 2011 Public Art Master Plan, the Arts Council established a Master Plan Committee with the following goals:

- Define the current art programs and services that the Arts Council offers.
- Discuss potential project types and locations for public art that could be possible in Lake Oswego.
- Create a unified vision for the next 5 to 10 years based on the needs and priorities for artwork in Lake Oswego.

Master Plan Objectives:
The following objectives were defined by the Committee to guide the update of the Public Art Master Plan:

- Reinforce Lake Oswego’s “brand” as an arts community.
- Continue to establish Lake Oswego as a culturally significant city with a sense of place.
- Enhance the economic development potential of Lake Oswego and its business districts.
- Continue to enrichen our built and natural environments.
- Promote sustainability through art expression and the processes of producing art.
- Foster community support of the visual arts.

Master Plan Process:
The following were the steps taken by the Master Plan Committee to refine and craft the 2016 Public Art Master Plan:

- In-depth research on national and international public art projects.
- Review of Lake Oswego's land use and geography regarding places and spaces suitable for public art placement.
- Mapping of potential locations throughout the community that could be enhanced by art.
- Defining art “types” such as functional, time-based, permanent, temporary and earthwork type art that could be matched to key locations.
- Prioritizing art projects based on the physical conditions of a location as well as visibility and accessibility to residents, employees and visitors.
- Series of meetings and presentations with City staff and community stakeholders.
4. MASTER PLAN COMPONENTS

Plan Vision:

Public Art in Lake Oswego fosters a sense of place for our City, it enriches our built and natural environments, encourages economic development, promotes sustainability and provides opportunities for exploration, discovery and delight for all our people...*We are the Little City with the BIG Art!*

Plan Components:

The following are the components of the 2016 Public Art Master Plan. Please note that all photos are representative only. They are not what is actually proposed and are intended to provide ideas or possibilities. As projects are implemented, the Arts Council’s creative and collaborative art producing process will generate art work specific to each key City location.

Please also note that timelines, budgets and staffing estimates are conceptual only. As projects are initiated, more specific work plans will be developed by the Arts Council with its public and private partners.
City Gateways:

NORTHEASTERN GATEWAY: Highway 43 & Terwilliger Boulevard

Project Type: Freestanding Sculpture, Large Scale, Signals City Entrance

- Create monumental gateway to distinguish entry from Portland to Lake Oswego.
- Improve presence of State Street businesses by identifying area as Lake Oswego.
- Start a wayfinding experience so visitors can orient themselves into Downtown.

Timeline: Approximately 2 years after funding established.

Budget: Approximately $75,000 - $150,000

Management: Arts Council

Staff Capacity: Approximately 150 hours with volunteer support.

Potential Partners: LORA, LO Public Works and Planning Departments, State Street business owners, LO Chamber of Commerce, Lake Oswego Business Alliance, ODOT


SOUTHEASTERN GATEWAY: Highway 43 at Marylhurst University

**Project Type:** Freestanding Sculpture, Large Scale, Signals City Entrance

- Relocate renovated *Lotus Tower* sculpture as monumental gateway to distinguish entry from West Linn to Lake Oswego.
- Provide additional visual identifier for Marylhurst campus.
- Encourage long-term protection of sculpture by placing away from street edge.
- Provide gathering area along Highway 43 walking path with seating and lighting to encourage more foot traffic.

**Timeline:** Approximately 8 months after funding established.

**Budget:** Approximately $15,000

**Management:** Arts Council in conjunction with Cascadia Arts Conservation for restoration work. Site preparation and installation in collaboration with Marylhurst University.

**Staff Capacity:** Approximately 100 hours volunteer support.

**Current Partners:** Marylhurst University, private contributors, Clackamas County Cultural Coalition, Cascadia Art Conservation, Oregon Historical Society

**Potential Partners:** Mary’s Woods, LORA, Glenmorrie Neighborhood Association, Oregon Arts Commission

SOUTHERN GATEWAY: Roundabout at Rosemont & Stafford Roads

**Project Type:** Freestanding Sculpture, Sculpture in the Round

- Celebrate the area as a heritage site through agriculture themed artwork.
- Install sculpture within existing roundabout to distinguish entry from rural edge to Lake Oswego.

**Timeline:** Approximately 1 to 2 years after funding established.

**Budget:** Approximately $20,000 to $25,000

**Management:** Arts Council
**Staff Capacity:** Approximately 100 hours with volunteer support

**Potential Partners:** LORA, LO Parks, Public Works and Planning Departments, Palisades Neighborhood Association, Luscher Farm, Hazelia Agri-Cultural Trail Committee, Clackamas County Arts Alliance

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**SOUTHWESTERN GATEWAY: Boones Ferry Road**

**Project Type:** Freestanding Sculpture or artwork integrated with construction

- Create visible gateway after railroad tracks to distinguish entry from Tualatin to Lake Oswego.
- Identify Lake Oswego for motorists and truckers driving to local industrial and commercial districts.

**Timeline:** Approximately 1 to 2 years after funding established.

**Budget:** Approximately $10,000-$25,000

**Management:** Arts Council

**Staff Capacity:** Approximately 150 hours with volunteer support.

**Potential Partners:** LORA, LO Public Works and Planning Departments, LO Chamber of Commerce, Business and Property Owners in Southwest Employment Area.
WESTERN GATEWAY: Kruse Way near intersection of Kruse Oaks Boulevard

Project Type: Freestanding Sculpture, Large Scale, Signals City Entrance

- Create monumental gateway to distinguish entry from Interstate 5 to Lake Oswego at roadside or in existing median.
- Start a wayfinding experience so visitors can orient themselves into the City.

Timeline: Approximately 1 to 2 years after funding established.

Budget: Approximately $50,000 - $75,000

Management: Arts Council

Staff Capacity: Approximately 150 hours

Potential Partners: LORA, Shorenstein Realty LLC, LO Chamber, Kruse Way Rotary, Gramor Development, Yakima

NORTHWESTERN GATEWAY: Boones Ferry Road at Oswego Town Square

Project Type: Freestanding Sculpture

- Signal entry into LO from SW Portland.
- Include incorporated areas of Mountain Park into plan for relocating permanently owned sculptures to areas outside of downtown.

Timeline: Approximately 6 months (depending on site preparations)

Budget: Approximately $5,000

Management: Arts Council

Capacity (staff time allocation): Approximately 30 hours

Potential Partners: LORA, Mountain Park Business District, New Seasons (Mountain Park), City of LO Operations and Public Works Departments, Portland Community College
ADDITIONAL GATEWAY & WAYFINDING ENHANCEMENTS:

**Project Type:** Wayfinding/Art Signage, Streetscape Monuments, Bus Shelters, Art Paving

- Provide wayfinding amenities and additional landmarks for residents and visitors at gateways and highly trafficked roadways
- Provide “connective tissue” throughout the City with wayfinders that are visually consistent.

**Timeline:** Approximately 1 year depending on project size and scope

**Budget:** Approximately $15,000 to $25,000

**Management:** Arts Council

**Staff Capacity:** Approximately 150 hours with volunteer support

**Potential Partners:** LORA, LO Tourism Task Force, Business groups
**Business Districts:**

**SOUTHWEST EMPLOYMENT AREA:**

Boones Ferry Road; Lakeview Boulevard; Pilkington Road; RR Tracks

**Project Type:** Building Murals, Wall-Mounted reliefs, Decorative Railing/Fences and Business Park Identity Signs along Boones Ferry Road and Lakeview Boulevard

- Revitalize SW Employment Area through mural-centric art amenities placed on existing building walls, railings and fencing.
- Encourage business and youth participation through partnerships with school and park programs for mural conception and painting.
- Along with business park gateway and wayfinding signage, create a visual identity that helps define the area as a cohesive business district.
- Possibly reuse existing property/business sign structures for art work and new area signage.
- Identify Lake Oswego for motorists and truckers driving to local industrial and commercial districts.

**Timeline:** Approximately 1 to 3 years as follow-up to recently approved LO Southwest Employment Area Plan.

**Budget:** Approximately $2,500 - $15,000, depending on size and scope of project

**Management:** Arts Council

**Staff Capacity:** Approximately 100 hours

**Potential Partners:** LORA, LO Public Works, Planning, Parks and Departments, Local Paint Stores, LO School District, Local artists
LAKE GROVE BUSINESS DISTRICT:

Boones Ferry Road from RR Tracks to Kruse Way

**Project Type:** Integrated Projects, Functional Art Freestanding sculpture

- Enhance the Boones Ferry Road reconstruction project through artwork placement.
- Place integrated artwork (wall mounted pieces and/or decorative railings) on and near large blank retaining wall just east of the RR tracks.
- Create a distinct and unifying identity for the Lake Grove District.
- Enhance streetscape with unique artwork linked through common design.
- Provide wayfinding landmarks for residents and visitors.

**Timeline:** Approximately 2 years from inception if integrated with construction

**Budget:** Approximately $30,000-$100,000

**Management:** Arts Council

**Staff Capacity:** 150 hours with volunteer support

**Potential Partners:** LORA, Lake Grove Business Alliance, LO Public Works and Planning Departments, Waluga, Lake Grove, Lake Forest Neighborhood Associations
DOWNTOWN

North Anchor - 1st Street & B Avenue

Project Type: Sculpture in the Round, Integrated site-specific sculpture

- Anchor the area with a sculpture similar in scale to Toparovsky’s Fortuna fountain to create a mirrored shoulder with Lakeview Village.
- Create a unified vision for downtown LO through the incorporation of a sculpture in the round that may be freestanding or integrated with site development.
- Recognize presence of Arts Council within downtown area.
- Build on strength of existing art program in downtown area (Gallery Without Walls and 510 Museum & ARTspace) with presence of more large scale enhancements.

Timeline: Approximately 1.5 years from inception (depending on whether art will be integrated during construction)

Budget: Approximately $50,000-$100,000

Management: Arts Council of Lake Oswego

Staff Capacity: Approximately 150 hours with volunteer support


Vacant Storefronts

Project Type: Indoor art exhibitions and storefront displays

- Provide exhibition opportunities for emerging and established artists in partnership with leasing agents in the downtown business district.
- Provide visually appealing displays to beautify vacant storefronts.

Timeline: Approximately 6 months from inception

Budget: Approximately $10,000-$20,000 depending on number of storefronts

Management: Arts Council

Staff Capacity: Approximately 50 hours with volunteer support

Potential Partners: LORA, Lake Oswego Business Alliance, LO Chamber of Commerce, Downtown Leasing Agents
KRUSE WAY CORPORATE PARK:

Sidewalks along Meadows Road and pedestrian path alongside North side of Kruse Way

**Project Type:** Free Standing Sculptures, Sculpture Walk

- Place sculptures along existing sidewalks along Meadows Road.
- Place sculptures and special landscaping along existing wide pedestrian path along north side of Kruse Way.
- Enhance identity of Corporate Park as a special place for business and overall identity of Lake Oswego along major roadway leading into town from Interstate 5.

**Timeline:** Approximately 1-2 years from inception

**Budget:** Approximately $20,000-$50,000

**Management:** Arts Council

**Staff Capacity:** Approximately 150 hours with volunteer support

**Potential Partners:** LORA, Shorenstein Realty LLC, LO Chamber, Kruse Way Rotary, Gramor Development, Yakima

Parks & Natural Areas:

**WATERWAYS**

Willamette River, Lake Oswego
Railroad Bridge (owned by Union Pacific), Foothills Park (viewing dolphin), George Rogers Park, Roehr Park (Watersports Center), Lakewood Bay, City-owned docks

**Project Type:** Temporary, time-based art, light art installations, projections

- Utilize waterways of Lake Oswego in the creation of time-based temporary projects such as light and sound projections on existing infrastructure.
- Create temporary art experiences for residents and visitors.
- Diversify types of public art displayed in Lake Oswego.
**Public Art Master Plan**

**Timeline:** Approximately 1 – 2 years, depending on scale and scope of project

**Budget:** Approximately $15,000-$30,000

**Management:** Arts Council

**Staff Capacity:** Approximately 100 hours with volunteer support

**Potential Partners:** City of LO Parks and Recreation Department, City of Milwaukee, Portland Spirit, Bureau Land and Water Management, Lake Corporation, PNRAB

## HYBRID PARKS

Iron Mountain Park, Woodmont Nature Park, Rassehk Natural Area

**Project Type:** Earthworks, environmental art

- Define Lake Oswego’s hybrid parks as earthwork-centric spaces.
- Utilize existing landscape for creation of artwork.
- Encourage movement through the space and offer opportunities for reflection and meditation.
- Offer opportunities for youth outdoor learning.

**Timeline:** Approximately 1.5 years, depending on size and scope of project.

**Budget:** Approximately $25,000 - $40,000

**Management:** Arts Council

**Staff Capacity:** Approximately 150 hours with volunteer support

**Potential Partners:** City of LO Parks and Recreation, and Planning Departments, LO Sustainability Network, PNAB

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Leighton, Patricia & Geist, Del. *Passage. Roosville, MT.* Photo by Laurenti Gardienau.

HARDSCAPE PARKS

Millennium Plaza Park, Lower Millennium Plaza Park, Sundeleaf Plaza, along the wall of Lakeshore Inn

Project Type: Time-based art, light projections, chalk art festivals, sand castle festivals, and temporary projects

- Instigate seasonal event-based projects
- Provide art-centric participatory experiences for LO citizens and visitors.
- Provide opportunities for corporate sponsorship through festivals and programs that local communities and businesses can support.
- Utilize existing infrastructure for temporary projects.

Timeline: Approximately 1 year once funding mechanism established

Budget: Approximately $10,000 - $20,000

Management: Project/program management by the Arts Council of Lake Oswego with support of City of Lake Oswego.

Possible Partners: LORA, City of LO Parks and Recreation Department, Lake Corporation, Lakeshore Inn, PG&E, local business and corporations, LOBA


Public Art Master Plan:

1. Northeastern Gateway: Hwy 43 & Terwilliger Blvd.
2. Southeastern Gateway: Hwy 43 at Marylhurst University
3. Southern Gateway: Rosemont & Stafford Roundabout
4. Southwestern Gateway: Boones Ferry Road
5. Western Gateway: Kruse Way near intersection of Kruse Oaks Blvd.
6. Northwestern Gateway: Boones Ferry Rd. at Oswego Town Square

1. Lake Grove Business District
2. Downtown Business District: N & Vacant Storefronts
3. SW Employment Area
4. Kruse Way Corporate Park

1. Waterways
2. Hybrid Parks: Iron Mountain Park, Woodmont Nature Park, Rassehk Natural Area
3. Hardscape Parks: Millennium Plaza Park, Sundeleaf Plaza
5. APPENDIX

Glossary of Terms (as defined by Getty Art & Architecture Thesaurus when number indicated):

- **Earthwork**: Artist works that manipulate natural earth and stone, altering the terrain of the land itself for artistic purposes (ID: 300047857).
- **Environmental Art**: Contemporary works of art, usually outdoors and on a grand scale, that surround or involve the participation of the viewer and that especially exploit or incorporate aspects of their sites (ID: 300121451).
- **Functional Art**: Artwork that can be utilized for a specific purpose.
- **Gateway**: Passages through fences or walls separating two exterior spaces, or the structures or ornamental constructions enclosing such passages (ID: 300069189). *For the purposes of this Master Plan, we are using the term gateway as a conceptual term to signal entrance into a City or area.
- **Hybrid Parks**: Parks that include areas for multiple uses including sports activity and more contemplative spaces used for experiential learning.
- **Integrated Art**: Artwork installed during the construction phase of the process, thereby integrating the artwork into the overall design of the site. Artist works directly with architects, engineers, and landscape architects.
- **Sculpture in the Round**: Sculpture in which forms are carved or modeled about their full circumference, as opposed to having forms projecting from or sunk into a continuous surface (ID: 300047264).
- **Signal Sculpture**: Sculptural works that signal entry or change.
- **Site Specific**: Works of the visual arts that are designed for specific locations, especially those that exploit or incorporate aspects of their sites (ID: 300193298).
- **Time-Based Art**: General term for visual works that depend on technology, and have duration as a dimension (ID: 300185191).

Glossary of Acronyms:

- ACLO: Arts Council of Lake Oswego
- LO: Lake Oswego
- PAMP: Public Art Master Plan
- PAC: Public Art Committee (managed by the Arts Council of Lake Oswego)
- PNAB: Parks, Recreation Natural Resources Advisory Board
- NEP: Neighborhood Enhancement Program
- LOBA: Lake Oswego Business Alliance
- LORA: Lake Oswego Redevelopment Agency
- HRAB: Historic Resources Advisory Board