

Special Meeting of the Shepherdstown Finance Committee

Agenda

Tuesday, March 17, 2026

6:15 p.m.

Town Hall

104 N. King Street

Zoom Information

<https://us06web.zoom.us/j/86067120451?pwd=fWNLscmYpiOmof8Pknlig4oZKNXa8i.1>

1. Call to order
2. Shepherdstown "Welcome" Banner Contest funding - discussion
3. Finalizing the Proposed FY 27 Town Budget and recommending approval to Town Council
4. Adjournment

# Shepherdstown Welcome Banner Contest PROPOSAL

March 15, 2026

Submitted by: Shannon Thomas

I am proposing a contest to offer local artists the opportunity to design a new “Welcome to Shepherdstown” banner, which will be displayed in the rotation between other seasonal and event-based banners.

*Proposal was notionally approved on March 11<sup>th</sup>, but just needs financial approval and a refined timeline (below).*

I will handle most of the work. Town Staff assistance is requested to post and share the contest info, receive the applications and forward them to me.

**Award:** I suggest an honorarium of \$300 to up to 3 artists for their winning design, pending Finance Committee and Town Council approval.

**Estimated Cost: Not more than \$3,400** (award(s), banner printing and shipping)

**Selection:** A jury will select 1-3 banners, depending on the quality of submissions and extent to which they represent Shepherdstown and meet stated instructions. The jury (to be selected) will be 3-5 local residents, Shepherd University art department and Town Council members.

Please see attached announcement and application form.

- Once finalized, will need to have these posted on the Town website
- I’ll also make a color poster to hang around town and share online, with a QR to the website

## **Important Dates:**

- **Contest Opens:** April 1, 2026
  - Town announces and Experience Shepherdstown will amplify
- **Deadline to Enter:** May 10, 2026
  - Town staff gives the applications to me and I’ll set up the judging
- **Winner Announced:** May 25, 2026
  - Town announces and Experience Shepherdstown will amplify
  - Allows up to 2 weeks to refine the design to ensure it meets prints specs and our needs
  - The printer (Mosca Designs) needs a 3-week processing time
  - This gives us wiggle room in case we need to extend the deadline for any reason
- **Banners Go Up:** Early August
  - Per our Town banner schedule, August 10, following CATF

## Shepherdstown Welcome Banner Contest

What inspires you about Shepherdstown? Here's your chance to showcase your creativity while celebrating our vibrant downtown.

**Artists who live, work, or go to school within Shepherdstown are invited to create a design for new "Welcome to Shepherdstown" banners.** The banners will be displayed on the light poles in Historic Shepherdstown, starting this year, alternating with seasonal and event-based banners, and are meant to:

- Illustrate Shepherdstown's character
- Promote art and culture and artistic engagement with the community
- Beautify downtown Shepherdstown with original artwork
- Help create a sense of place for residents and visitors alike

We welcome designs of an original, vibrant and uplifting nature and encourage creative representations of the unique attributes of our community, such as (but not limited to):

- Historic heritage
- Arts and culture
- Community
- Love for the environment (pollinators, Town Run, etc.)
- River town (outdoor activities)

Designs must:

- Include the words "Welcome to Shepherdstown"
- Be adaptable to a 30"x 60" vertical banner size and account for a ½" bleed on each side
- Be visually engaging, visible from a distance (while passing from the street or sidewalk)
- Must not contain any offensive, discriminatory, or political content

**Award:** An honorarium of \$300 each to be provided to up to 3 winning artists, and artist(s) will be acknowledged publicly on social media and the Corporation of Shepherdstown website.

The number of designs will be determined by a jury of artists and Town Council members.

Important Dates

- **Contest Opens:** April 1, 2026
- **Deadline to Enter:** May 10, 2026
- **Winner Announced:** May 25, 2026
- **Banners Go Up:** Early August

Questions? Please email: [Comments@Shepherdstown.us](mailto:Comments@Shepherdstown.us) and use subject "Banner Contest"

## Shepherdstown Street Pole Banner Design Contest – Submission Form

Artist Name (exactly as to appear in print): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Link to artist website, if applicable: \_\_\_\_\_

Initials: \_\_\_\_\_ I certify that I \_\_\_\_ live \_\_\_\_ work or \_\_\_\_ go to school in Shepherdstown.

**Concept Description** - Please briefly describe your proposed design/concept, its inspiration, and its connection to Shepherdstown. (1-2 paragraphs)

### Submission of Banner Artwork

Please follow all instructions in Banner Contest announcement.

Your design does not have to be print-ready upon submission. If selected, you will have 1-2 weeks to work with our team to finalize it for print.

Please email your application and proposed design sketch, in color (preferred), in JPG, PNG or PDF format, to [Comments@Shepherdstown.us](mailto:Comments@Shepherdstown.us) with subject "Banner Contest"

Please also include a link to your artist website, if available, or a digital sample of your artwork.

### Terms & Conditions

\_\_\_\_\_ **(Initials)** If selected, your winning design will become the property of the corporation of Shepherdstown for public display purposes. You will retain copyright for your design.

\_\_\_\_\_ **(Initials)** All submissions must be original artwork created by the applicant. Designs may not include AI-generated imagery or content created using generative AI platforms. Standard design software tools (e.g., Adobe Illustrator, Photoshop) may be used; however, the conceptual artwork and visual elements must be created by the artist. By submitting an entry, applicants certify that the design is their own original work.

**Don't wait! The deadline is May 10, 2026, at 5:00pm.**