

Minutes: Oct. 21, 2010 Alliance Meeting

Great second meeting of the Alliance on Oct. 21 at the Columbia Center for the Arts! Notes follow...

Attending: Lloyd DeKay, Miki Caldwell, Mary Rollins, Etta Hepner, Dana Schmidling, Denise McCravey, Carolyn Purcell, Harriet Langfeldt, Jennifer Tenbrink, Jane Cuncombe, Casey Housen, Connie Nice, Sarah Fox, Joanie Thomson, Cathleen Rehfeld, Eloisa Townsend (on the phone), Tracy Savage Mollenholt, Cindy Bluemel, Kerry Cobb, Lee Weinstein.

Next meeting: Thursday, November 18, 2010, White Salmon Glassworks, 105 E Jewett Blvd, White Salmon, WA

COLUMBIA CENTER FOR THE ARTS INTRODUCTION

Joanie Thomson introduced us all to the Columbia Center for the Arts, which includes a 140-seat performance venue. Just finished production of "Same Time Next Year," which starred Jessica Metta. They do performance and visual arts. Gallery space and store. Live drawing going on this a.m. in studio/ we're big on partnerships and partner with just about everyone in the room.

OLD BUSINESS

Lee read our mission and values statement (writeboard on Basecamp) and reminded people how we got here and how we operate (an alliance, consensus, not a separate legal entity).

Lloyd underscored that this is not another organization you join but a true alliance. We want to be active and get things done, and not encumbered by forming another club or nonprofit. MCEEDD might be our funding agent or another organization. We are open to all comers: Artists, cultural purveyors, arts and culture and history organizations, businesses, chambers. There are no dues but we want people to bring their ideas and enthusiasm and talents and contribute to the whole.

GRANT PROGRESS AND GIFTS

Joani worked with Jessica and Colleen on the two grants we submitted to OR/WA arts commission. MCEEDD working as facilitator and as a government entity are eligible. MCEEDD has allowed Jessica to work a bit on this. The arts build community grant in ORE we have applied for. These grants are very specific. Did same grant to WA Arts Commission. Those specific grants are to hire a project coordinator for a certain amount of hours; develop a website, which develops the branding and the logo; and do marketing specific to arts and culture month in the Gorge — print ads in PDX, Vancouver and Tri-Cities and rack cards that would be distributed. Probably won't know until middle of november. There was match against that — dollar for dollar match; can use grants to match each other. Couldn't use in kind donations as would have to be specific to the project. We can use in kind to greater whole. On the match, we got it. Organizations that contributed included the White Salmon Arts Council, Maryhill Museum, The Dalles Discovery Center, LWA PR. Dana Schmidling said The Dalles Area Chamber of Commerce would contribute \$500. [Am I missing some?]

Tracy Mollenholt offered to project manage our May Columbia Gorge Arts & Culture Month pro bono after the election.

PRESS ANNOUNCEMENT RECAP

DK Row wrote about our announcement in his blog on Oregonlive.com. Article in the latest White Salmon Enterprise. The Oregon history list-serve covered the announcement. We're up to 128 Facebook fans.

We now have a Twitter account: GorgeArts. Please follow us! (Anyone want to help manage our Twitter/Facebook? Let Lee know.)

NEW BUSINESS: MEMBER OUTREACH

Lee encouraged everyone to tell their friends/artists/historians to join CGACA. They can email us at columbiagorgeartsandculture@gmail.com to join. Also, we are starting a list for our eNews and people can sign up at

http://www.facebook.com/columbiagorgeartsandculturealliance?v=app_4949752878&ref=ts

NEW BUSINESS: Organizing for May Arts & Culture Month

We want to encourage individual artists to be involved in Columbia Gorge Arts & Culture Month in May and Gorge Arts Open Studios (<http://www.gorgeartists.org/>). Tracy commented that having a headliner would surely help to generate enthusiasm. Could we get Maya Lin out?

Any organization/individual planning events in May should list their events at http://www.facebook.com/columbiagorgeartsandculturealliance?v=app_2344061033&ref=ts

In May, we should produce a 1-sheet or brochure that includes info on what everyone is doing so everyone who comes to town gets one of those. Chambers will be a great distributor and others.

Good discussion around a theme for Columbia Gorge Arts & Culture Month.

Portland Time Based Arts Festival asks all the galleries to do something thematically that would link people — headliner/theme? Some glue you could put out there to everyone?

Makes it more obvious there is this web and net together. Somethings could be corny but doesn't have to be. The Gorge Commission's 25th anniversary celebration starts in June — thematic about celebrating the gorge. What is their theme?

Continuity too? We need to think a little more comprehensively too... if link thematically.... live the checklist idea too — show evidence you have been....

Could do an invitational exhibition that's month long in different sites and each artist could pick their site. Could be in and around your places... Could be another way to link people... John Maher is planning the installation of Running Fruit Ladders to begin in May and has begun fundraising (see <http://gorgeartists.org/>).

Need to get out a long lead release (to magazines/calendars) in May.

Discover arts and culture in the gorge: first theme? First salvo don't know? "We are going to envelope you and show you what we've got.... having a cluster of things going on...

When come to our event... wineries, hotels, food....We need to get them clued in there is going to be something going on in May...

Are the arts commissions doing anything with the scenic area celebration?

Outdoors is a huge part of arts and culture here. Is our theme for the first celebration around nature? For artists in particular, it's why they are here. The work that comes out of this place is different and unique because it's protected. How do we express that thematically? Terry

Otemeier (sp?) did a great book on beauty and was inspired by and took many photos out here. That would resonate thematically out here. Take as your inspiration the 'nature trumps everything' or branding, marketing... INSPIRATION is huge as it's such a big idea it could work across all organizations... even down to individual artist and.

Printed ticket or lanyard punch cards for people who participate in the month? Win a prize?

NEW BUSINESS: Co-op advertising

What in our organizational budgets do we want to earmark for May? Do we want to do a half page ad in The Oregonian and each organization pony up a small amount to advertise their offerings?

Good model is to look at PADA alliance of arts organizations (<http://www.padaoregon.org/>) they produce a guide and sell advertising in that guide... it's very effective. The Bend Gallery Association also produces a Monthly Gallery Walk Guide (www.bendgalleries.com). Very targeted might be a nice model for how the Alliance could advertise.

Portland Monthly does thematic issues — they do a Gorge issue... they have editorial calendar next week... Kerry will look into and let us know.

The Dalles Chamber works with a Seattle consortium of newspapers that is cheap and reaches a broad audience.

Good discussion that there is a front line of people in our communities who do not understand arts and culture — restaurant workers, service stations, etc. Visitors ask them what's happening and they are great connectors. We need to educate them about arts and culture month. We could offer them a passport to come visit our facilities for free with their families. These people at the core of our communities should be our #1 word of mouth and we're not reaching them. We need to reach these people and need to get heart of community so they understand how arts and culture effects them. There is a stereotype that it's elitist. Maybe we have a weekend where provide passes to them to come no charge to our institutions. Check them off after your and turn in and prizes for them? We need to add this to arts and culture month plan and get them out with us. The main goal is to promote arts and culture. We want everyone to EXPERIENCE what's happening.

The Dalles Chamber tried to put together a FAM trip and it met resistance because we were giving them lunch and taking them away from work. "My employer won't pay for that for me to go." We ended up doing a book that they could use to find those sorts of things and still gave them the pass to Ft. Dalles Museum and CGDC.

At hotel people ask all the time what's going on... a brochure would be nice to have simple directions. Maybe we work with the Gorge Guide to produce and they sell advertising space to make \$?

Another thought: The Living Social discount thing and every day you get a deal (see <http://livingsocial.com/>). If it's a deal people like it. We should look into Living Social or something like that. There are a lot of family/parent blogs where people go. If can get on there that's great. Parents are looking for things we can do. I heard about this through Gorge Outdoors.

Lot of talk at a recent arts/culture conference about cell phone tour guides, which are big in the museum world. Call the # and hear what's going on in your institution. Publicize the cell # and website. There are organizations trying to sell these programs. Portland Arts Museum has some unbelievable technology they are using, including a culture app. GPS unit in your

car or your iPhone are so key when people come to a new place for a visit. Maybe an iPhone app for arts and culture in the Gorge? We have to step into the new technology because people are using those. OPB is always trying to get out of Portland. They also have a great calendar that anyone can post to. Also think about their radio show, Think Out Loud. They are looking into doing an arts and culture radio program.

NEXT STEPS

Joanie and Kerry Cobb agree to look into co-op advertising opportunities for us and will report back.

Lloyd will take on our website project.

Gorge Arts & Culture Month brainstorming/potluck dinner on Monday, November 8 at Tracy Savage Mollenholt's home: Please let her know if you can join us in Mosier on November 8th 6:30pm for a potluck and planning dinner at my place. Address is 7103 HWY 30 W--between Mosier and Rowena on the old historic highway--river side--address is on the mail box. Phone is 541 478 8888 or call me on cell 360 852 6532. Email Tracy at mollenholttt@hasson.com.

We wait on grant notifications! Other grants we should pursue?

OTHER NEWS

Nice note from Kristen Stallman:

I would like to stay up to date on your work. Here at ODOT I staff the Historic Columbia River Highway Advisory Committee and I am the National Scenic Byway Coordinator. The Advisory Committee is working hard to reconnect the Historic Columbia River Highway as a trail by 2016. I invite you to take a look at our website...<http://www.oregon.gov/ODOT/HWY/HCRH/>.

I am also working with Pacific Northwest College of Art to develop a poster reflecting our work. This poster will be available late this year.

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