

CGACA Update & To Dos

From: Lee Weinstein

Date: Sun, 20 Feb 2011 at 11:51am

Hi everyone-

We had a CGACA meeting Friday. Wonderful to have our new members from the west entrance of the Gorge with us, including Troutdale, Corbett and Cascade Locks!

Jennifer will send out the minutes shortly. Some To-Dos for everyone to consider below.

We're Making Excellent progress!

- Welcome Rebecca Gandy, our new project manager. Thanks to MCEDD for finding and hiring her for us!
- Exciting that the CGACA logo is close! Thanks to Pat, Lloyd and Jennifer for managing. We should have final soon, and a style guide. Then it's onto "Secret" collateral.
- Our second eNews is out, as is our second press release! Our Facebook page is up and running. Our website is operational, and Cindy Henschell is making it more beautiful.

As we head towards Columbia Gorge Arts & Culture Discovery Month this May, some things that need action:

1. **Committees keep working!** We need each of our committees to continue to focus on their tasks between our month meetings. See below for the list and members of our committees so far. If you're not on one, please email the chair(s) and join!
2. **Add your May event to our Writeboard** so we include it in all of our materials.
3. **Please feature Columbia Gorge Arts & Culture Discovery Month in your newsletters!** Our press releases and newsletter blurbs here: <http://columbiagorgeartsandculture.com/press-room>. Did you get last week's River Peoples release? If not, click on this link.
4. **Speak at your local service club about May's Columbia Gorge Arts & Culture Discovery Month.** Take a CGACA partner with you!
5. **Help us create a PowerPoint** for community presentations.
6. **Is someone in touch with Chris Zukin about a billboard for April/May?** Was our graphic designer to contact?
7. **We need a volunteer(s) to research other arts alliances around the country** and benchmark best practices for our long-range planning offsite. Email Lee if you can head this up.
8. **Like us on Facebook, subscribe to our eNews and tell all your friends to as well.**
9. **Be sure you're listed as a CGACA member. SEE BELOW**

Stay tuned for a possible October Columbia Gorge Art & Culture Discovery month. Already great activities happening that month at the Discovery Center (Oct. 8-9) and Troutdale (<http://fallfoliagestudiotour.com/>) and Hood River.

Attached are our advertising targets. Rebecca is going to track down rates ASAP. Note: Pat shared that The Oregonian has a special Gorge Travel section Sunday, March 27. If members want to advertise together, we could do something larger en masse. Email rebgandy@comcast.net if you're interested.

Dates

Next monthly Alliance meeting: March 18, Friday, 10-11:30 a.m. Location: TBA but probably the Columbia Gorge Interpretive Museum in Stevenson, WA.

June Long-Range Planning Retreat: Please block out June 17 from 1-5 p.m. for our long-range planning retreat. Let's plan on spending time together to envision our future, and how we make CGACA sustainable. Then let's enjoy some Gorge beer and wine! Suggested locations?

Thanks for everyone's great energy and help!

Lee

CGACA COMMITTEES

Logo/Identity/Discovery Month

Pat Bozanich
Lloyd DeKay
Jennifer Tenbrink

Advertising

Lisl Garnett
Joan Crice
Pat Bonanich
Lloyd DeKay
Joanie Thomsen
Casey Housen

Sponsorship

Colleen Schafroth
Lee Weinstein

Public Outreach

Lisl Garnett
Jennifer Tenbrink
Dana Schmidling
Avery Packard
Lloyd DeKay
Micki Caldwell

Communications

Colleen Schafroth
Jennifer Tenbrink
Portia Masterson
Michael Friend
Jeanne Morgan
Rachael Bucci
Special Outreach
Dana Schmidling
Jessica Metta
Casey Housen

ARE YOU LISTED A MEMBER OF CGACA? (there's no cost)

If your name or organization is not listed on our Facebook page, let Lee know:

Beth Poirier
Carolyn Purcell
Casey Housen
Cathleen Rehfeld
Cindy Bluemel
Cindy Henschell
Colleen Schafroth - Maryhill Museum of Art
Columbia Center for the Arts
Columbia Gorge Discovery Center
Columbia Gorge Orchestra Association
Connie Nice - The History Museum (Hood River)
Dana Schmidling - The Dalles Area Chamber of Commerce
Denise McCravey
Dorothy M. Walter - Artist
Etta Hepner - Gorge Heritage Museum
Golden Art Gallery
Gorge Heritage Museum - W Klickitat Co Historical Society
Gorge Open Studios
Harriet Langfeldt
Jane Duncombe
Jeanne Morgan - Golden Photo Services
Jennifer Tenbrink - The Dalles Arts Center
Jessica Metta - MCEDD
Joan Crice - Golden Art Gallery
Joanie Thomson - Columbia Center for the Arts
John Hardham - Light Wave Communications
John Maher - Gorge Open Studios
Julie Raefield-Gobbo - Columbia Gorge Orchestra Assoc.
Kerry Cobb
Klickitat County Economic Development
Lee Weinstein - LWA PR
Lloyd DeKay - White Salmon Arts Council
Lou Marzeles - Goldendale Sentinel, ArtConnects
LWA PR
Marguerite Perry Columbia Basin Jewelry

Marsha Holliston
Mary Rollins
Maryhill Museum of Art
Michael Friend - Light Wave Communications
Mid Columbia Economic Development District
Mike Cannon - Klickitat County Economic Development
Miki Caldwell - White Salmon Arts Council
Mt. Adams Chamber of Commerce
Nora's Table
Oregon Arts Commission
Oregon Cultural Trust
Pat Bozanich - Gorge Open Studios
Portia Masterson - River Peoples Cultural Exchange
Presby Museum
Rachel Bucci
Rachel Harvey
Rachel Short
Rebecca Gandy Festival of Nations
Rebecca Gravenmier
River Peoples Cultural Exchange
Roland White
Sally Stillman - Gorge Heritage Museum
Sandra Choate
Sarah Fox
Sherry Kaseberg
Soderberg Bronze Works
Susan Hoctor-Bee
The Dalles Area Chamber of Commerce
The Dalles Arts Center
The History Museum (Hood River)
The Theatre Company of The Dalles
Tracy Savage Mollenholt
Trout Lake Arts Council
Washington State Arts Commission
Waucoma Bookstore
West Columbia Gorge Chamber of Commerce
White Salmon Arts Council